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BUILDING PAPER

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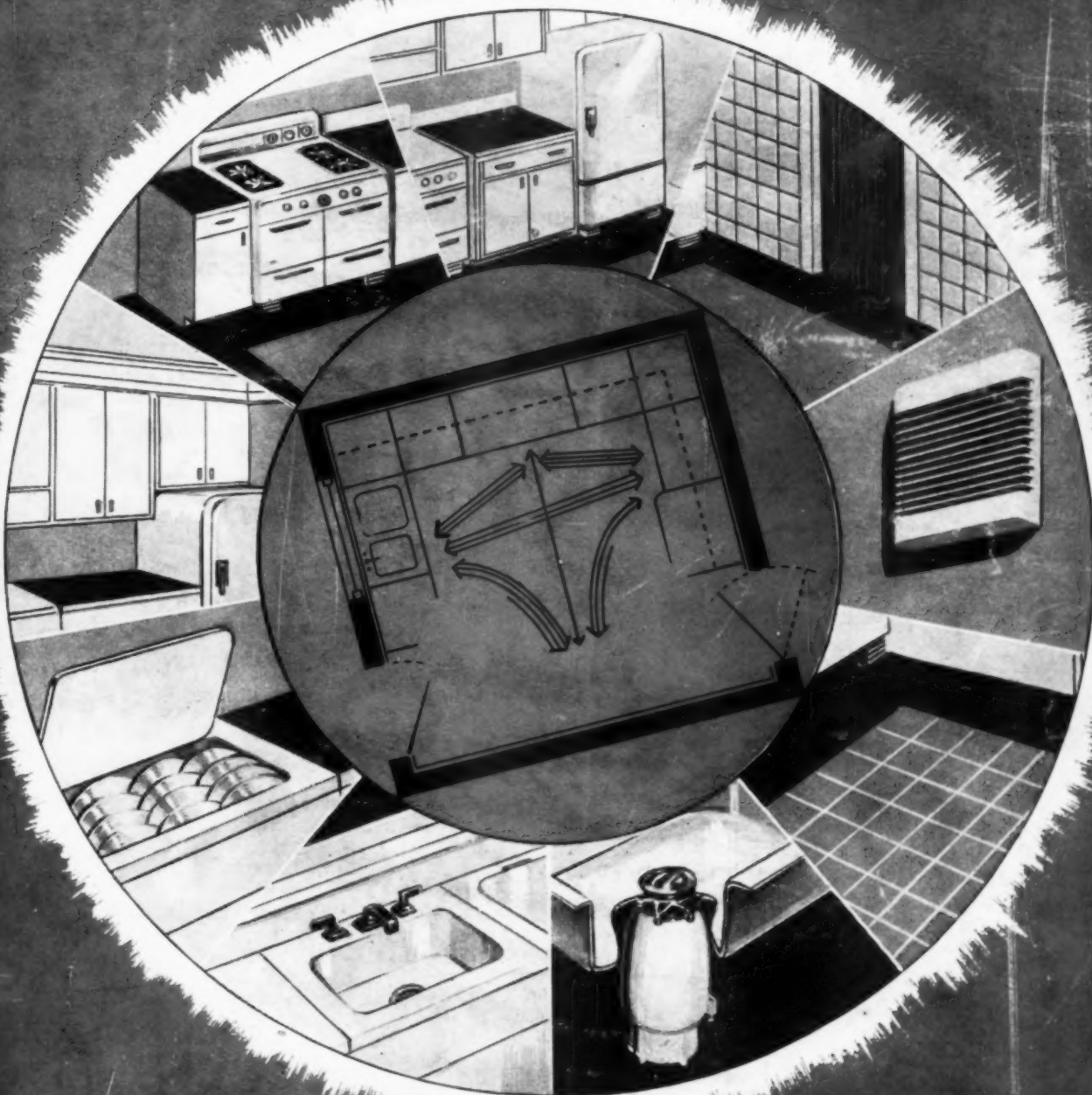
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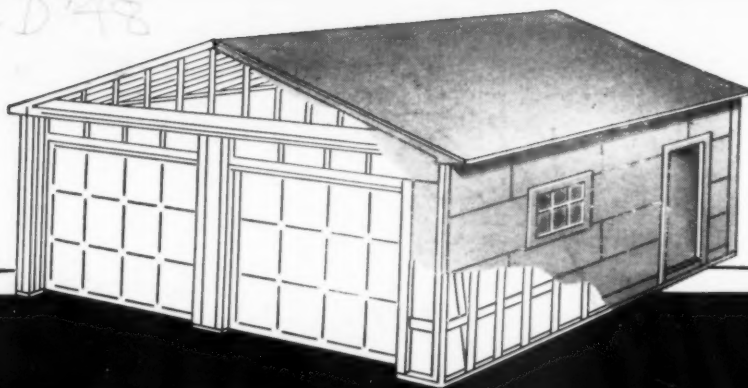
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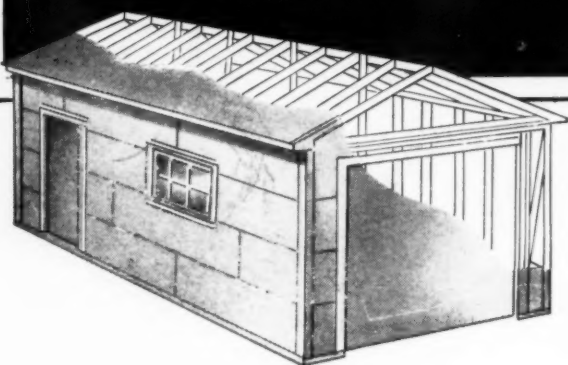
Basic
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Planning Kitchens for Today's Houses . . .

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**BUILDING
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**THE CELOTEX CORPORATION
CHICAGO 3, ILLINOIS**

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BUILD BETTER

W. M. Mueller residence, Bay City, Michigan, using 14 squares of 6" D Panels. Henry C. Weber Construction Co., Bay City, Contractor.



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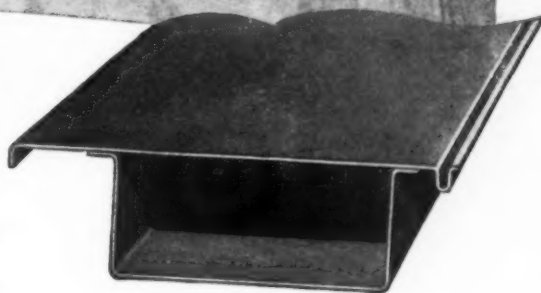
Installation requires no special skills . . . it's a fast operation that cuts job time and costs.

The flat top surface is a strong, ideal floor ready for linoleum, wood or other finished floors. Excellent for housing radiant heating, too. No wonder Fenestra Panels add salability to a home!

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AMERICAN BUILDER

Founded—1879

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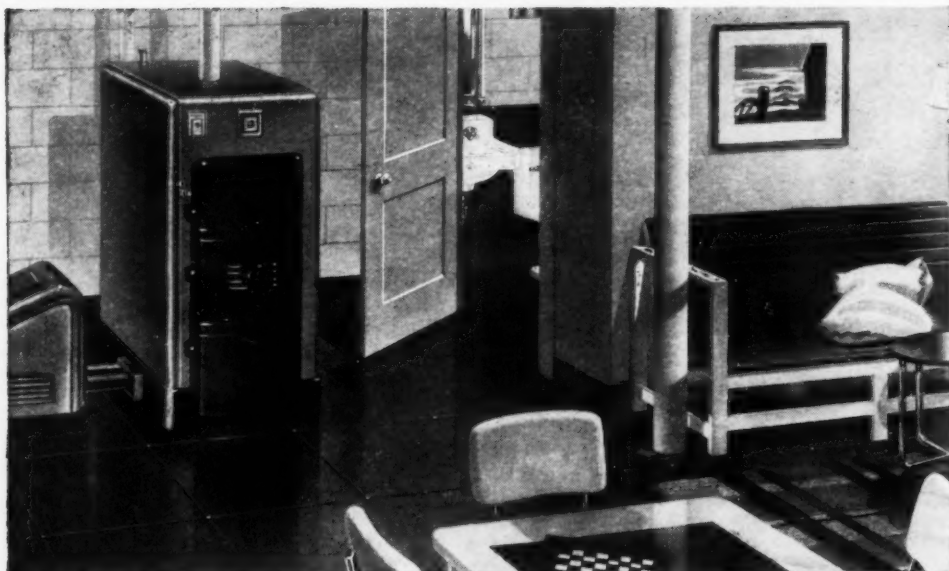
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Thanks to the attractive jacket and tight construction of the stoker-fired **SEVERN** Boiler, a clean, modern downstairs recreation room can be created in this basement. Designed especially for small and medium-size homes, the **Severn** is also available in models for hand-fired coal, or for use with the **Arcoflame** or any other good oil burner.

The sink in this compact kitchen is designed for convenience and lasting beauty. It is the popular **ROYAL HOSTESS** by American-Standard — a luxurious 6-foot model made in one piece of rigid cast iron, finished with a heavy coating of acid-resisting enamel. Comes in sizes and models to fit virtually any kitchen arrangement . . . in white and many attractive colors to harmonize with any decorative scheme.



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PUBLISHER'S PAGE

Government Expenditures A Threat to Private Enterprise

ONE of the most important speeches in the history of Congress was made on May 19 by Senator Harry F. Byrd of Virginia. It constituted a severe indictment of the leadership of both great political parties for so conducting the financial affairs of the government as to threaten the people with a renewal of government deficits and a break-down of the private enterprise system.

Senator Byrd estimated that expenditures contemplated by policies in process of adoption by Congress would amount to \$43.8 billion, \$47.5 billion and \$49.6 billion in the three fiscal years beginning July 1, 1948. He estimated government receipts at \$40 billion annually if tax rates are not increased and general business does not decline. These expenditures and receipts would cause deficits of \$3.8 billion, \$7.5 billion, and \$9.6 billion during the next three fiscal years. The estimates of Senator Byrd, who is a Democrat, were supported by Senator Reed of Kansas, who is a Republican. Senator Reed said: "I am trying to shame my Republican colleagues into carrying out the economy they promised."

When President Truman in January, 1947, sent Congress a budget of \$40 billion the Republicans in control of Congress voted in the House to reduce it by \$6 billion and the Senate by \$4.5 billion. Yet when Senator Byrd made his speech, they were supporting annual expenditures of \$44 to \$50 billion! Their principal alibi for the change in the spirit of their dreams has been the demand for huge expenditures to "stop communism" by aiding European recovery and providing for military preparedness. Whatever increases in expenditures for these purposes were justifiable made an incontrovertible argument for economizing in expenditures for other purposes. But, as Senator Byrd pointed out in detail, legislation pending would result in lavish extravagance in expenditures for numerous other

purposes. The bill that especially inspired his speech forcibly illustrated the point. As later finally passed by both houses, it appropriated \$739 million for "improvement" of rivers and harbors—the largest appropriation in history for this old-fashioned kind of vote-buying "pork barrel" and an increase of \$206 million over that made for 1948.

As Senator Byrd emphasized, the private enterprise of the country cannot stand federal expenditures of \$50 billion a year plus state and local government expenditures at the current rate of \$13 billion. They would either (1) cause large government deficits or (2) necessitate increases in taxes to prevent them. Deficits would stimulate the tendency toward ruinous inflation with which private enterprise is threatened. An increase in taxes on business or on large individual incomes or on both large enough to prevent deficits would dry up the sources of the new capital, the investment of which in the improvement and expansion of plant is essential to enabling private enterprise to continue high level and increasing employment and production.

Why make huge expenditures to "stop communism" abroad and then add so much for other purposes that total expenditures threaten to break down private enterprise at home? Why did the Republicans pass over President Truman's veto a bill to reduce taxes if they intended to turn right around and begin voting appropriations demanding an increase of taxes?

The surest way *not* to stop communism, but to promote it both abroad and at home, would be for Congress to follow policies, especially of spending, that would cause that collapse of business in the United States which the communists have been confidently predicting and hoping for.

Samuel O. Dunn,



That famous

Blandings Dream House comes true

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SEE IT IN MORE THAN 60 CITIES!

Today's home buyers are dreaming of luxurious electrical living.

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See the Blandings Dream Kitchen-Laundry! General Electric throughout, it's complete—automatic—designed for worksaving and stepsaving. It has everything all your pros-

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In a recent nationwide survey, 51% of the men and 53% of the women said G.E. makes the best electric appliances.

It's no accident that General Electric appliances are wanted most. Their record for dependable, efficient, and economical operation adds to the prestige you plan to build with your houses.

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That includes G-E Automatic Dishwasher, Disposall* unit, Electric Range, and Refrigerator.

*General Electric's registered trade-mark for its food-waste disposal appliance.

GENERAL ELECTRIC

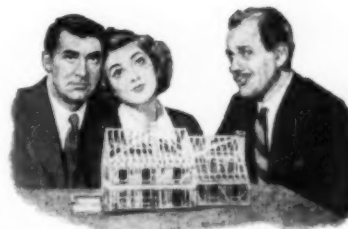
The appliances most women want most

The General Electric Dream House has come to life right out of the delightful new R. K. O. picture, "Mr. Blandings Builds His Dream House," co-starring Cary Grant, Myrna Loy, and Melvyn Douglas—a Selznick release.

Dream Houses will be on display in every one of the cities listed at the left. See your local papers for locations and opening dates.

Let us show you how dream homes can be planned for better living and faster selling—electrically!

Learn the G-E Home Bureau story. Contact your G-E distributor today. Or just drop a post card to the General Electric Company, Appliance and Merchandise Dept., Bridgeport 2, Connecticut.



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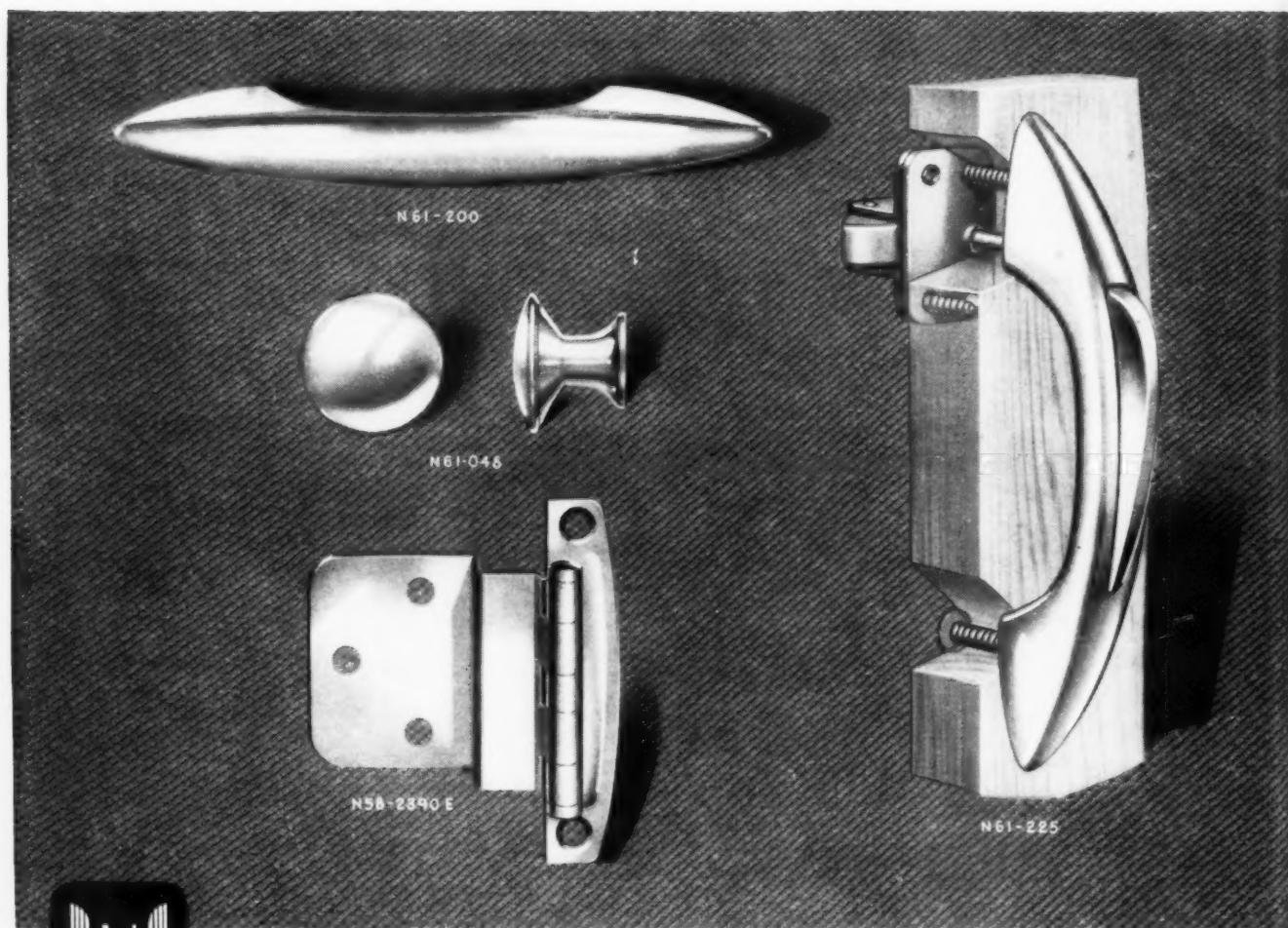


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Choice of 4 Hardware
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Kitchens ring with distinction . . . housewives sing with admiration . . . when these beautiful designs by **NATIONAL LOCK** are your installation choice. For here, indeed, is the cabinet hardware women want.

Make your selection from four attractive matched sets. Each is conveniently packaged along with necessary accessory parts. All at an attractive profit to you. Everything available from open stock.



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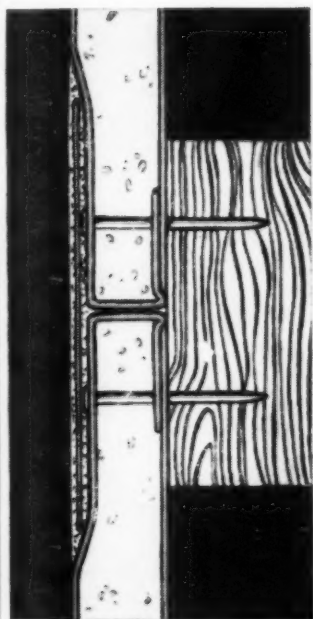
CERTAIN-TEED

BESTWALL

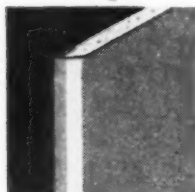
FIREPROOF GYPSUM WALLBOARD

with
bevel edge
square edge
recessed edge

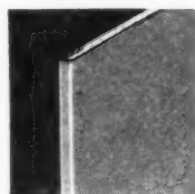
BESTWALL is the original gypsum wallboard with the strong rock core. It will not warp or buckle, it takes any kind of decoration and it is available in a variety that fits every need.



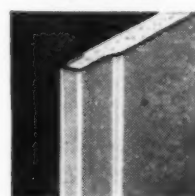
Here is how Recessed Edge Bestwall is used with the Bestwall Reinforcing Joint Systems to insure concealed joints. The reinforcing tape is applied in the groove formed by the two edges. Embedded in the finisher, covered and smoothed off, it gives a perfectly concealed joint as strong as the board itself.



(Top)
 $\frac{1}{8}$ " and $\frac{1}{2}$ "
Bevel Edge



(Center)
 $\frac{1}{8}$ ", $\frac{3}{8}$ " and $\frac{1}{2}$ "
Square Edge



(Bottom)
 $\frac{1}{8}$ " and $\frac{1}{2}$ "
Recessed Edge

BEVEL EDGE—The long edges of the Bestwall panels are provided with a 45° bevel. The bevel edges of adjacent panels form a neat decorative, V-shaped groove and without further treatment eliminate otherwise unsightly joints.

SQUARE EDGE—WITH NAIL MARKINGS

—Nail marking on Square Edge Bestwall saves at least 10% of the application time. A row of inconspicuous dots show the workman where to position nails for studs on either 16" or 24" centers.

RECESSED EDGE—Bestwall is available with a recessed edge which permits the construction of smooth walls without noticeable joints. The concealed joints are obtained through the Bestwall Reinforcing Joint Systems (illustrated at left).

For better walls and ceilings

For quick easy application

use **BESTWALL**

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A PRODUCT OF.

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THE WELL-KNOWN NAME

stays silent..

That's why Servel is the choice of



"AFTER 14 YEARS OF EXCELLENT SERVICE,

my tenants thank me, and I thank Servel for the Gas Refrigerator's low-cost operation and year-after-year dependability."

BASIL GAVIN, Treasurer
Boston Management Corp.
137-143 Park Drive
Boston, Mass.

- ★ No moving parts in freezing system
- ★ Continued low operating cost
- ★ Lowest service cost

Servel's popularity with apartment owners grows greater with each succeeding year. Today, more apartments than ever before are equipped with "no noise, no wear" Gas Refrigerators.

It's easy to see why. Apartment owners and managers, who buy refrigerators by scores and hundreds, know the great value of Servel's lasting dependability and minimum upkeep expense. They know that only Servel has no moving parts in its freezing system. This means there's no machinery to lose efficiency . . . no motor, valves, piston, or pump to ever need repair or replacement. A tiny gas flame does the complete job circulating the refrigerant that produces constant cold.

Owners and managers know that Servel pays off in tenant satisfaction, too. Families and couples living in apartments greatly appreciate Servel's permanent silence and trouble-free service. And they like its up-to-the-minute cabinet, with its spacious frozen food compartment, moist cold, dry cold, big flexible interior, and many other modern features.

Servel is made in three sizes—6- and 8-cu.-ft. models for large apartments . . . and the compact, but roomy, 4-cu.-ft. size for smaller apartments. For complete information, see Sweet's Catalog . . . or write to Servel, Inc., Evansville 20, Indiana.

Servel

lasts longer!

of apartment owners year after year

"OUR NEW MODERN GARDEN APARTMENTS

deserved all the features of modern refrigeration. That's why—after considering 6 different makes—I chose the Servel Gas Refrigerator."

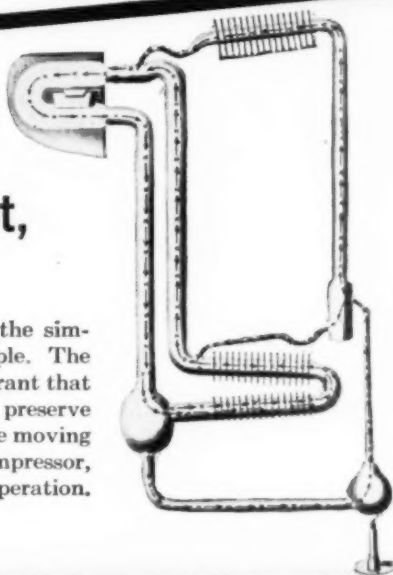
L. Robert Rolde

L. ROBERT ROLDE,
Meadow Brook Apartments
Quincy, Mass.

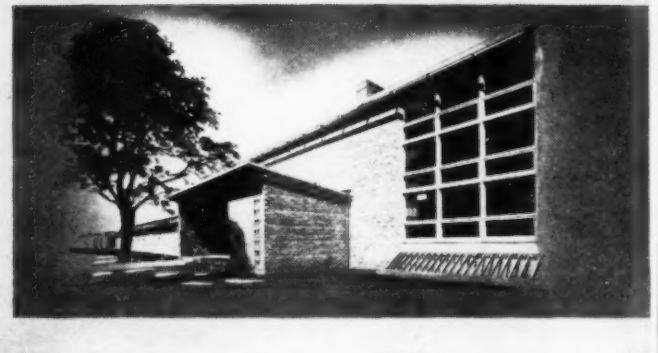
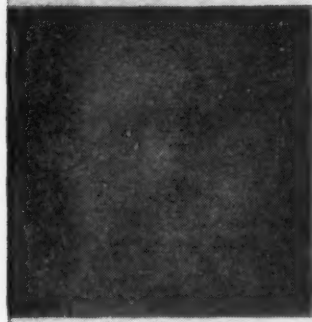
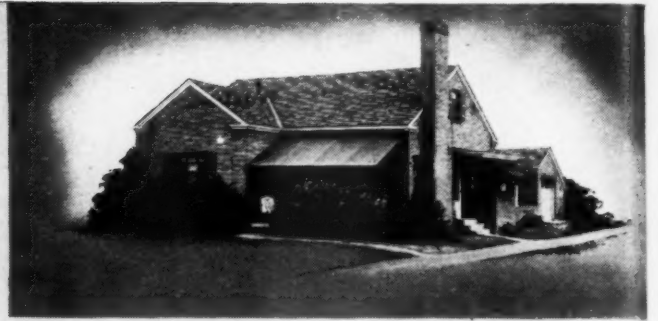


Here's why Servel stays silent, lasts longer

The Gas Refrigerator operates on the simple, continuous absorption principle. The small gas flame circulates the refrigerant that supplies the constant cold needed to preserve food and make ice cubes. Not a single moving part (no motor, no pump, no compressor, etc.) is used in the entire freezing operation.



The GAS Refrigerator



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Get these practical plans for six beautiful brick homes—all modular coordinated to help you build better homes at lower cost. Send 25c to Structural Clay Products Institute, Dept. AB-7, 1756 K Street N. W., Washington 6, D. C.



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**DEMONSTRATE
ADVANTAGES**

BY using pre-assembled, ready-to-install window units in new house construction you save on building costs and on labor costs. And pre-assembled windows have definite sales advantages if they are equipped with Pullman Sash Balances.

Pullman-balanced windows don't require drafty weight boxes . . . make possible wider window areas . . . allow the use of narrow, modern trim, or no trim at all. All money saving features.

Let the windows help sell the house. Show the prospective buyer the perfect balance between the spring tension and the sash. Let him see how effortlessly the windows raise and lower because he is not lifting the weight of the window against friction. The window is perfectly counter balanced.

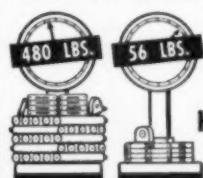
Give owners what they want—draftless windows, weathertight windows; insulation butted right up to the frame; inconspicuous balances. Pullman-balanced windows give them all these features *at no extra cost to you.*

Here's the greatest feature of them all! Pullman balances give you an *exclusive* sales advantage. They are guaranteed for the life of the building. No cords to break. No weights to fall. Complete owner satisfaction.

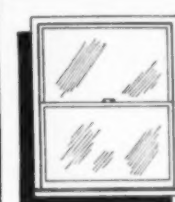
Ask your dealer for Pullman-balanced pre-assembled window units.

Or for information write Pullman Manufacturing Corporation,
325 Hollenbeck Street, Rochester 5, N. Y.

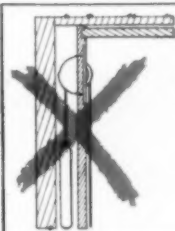
SAVE ON FREIGHT COSTS,



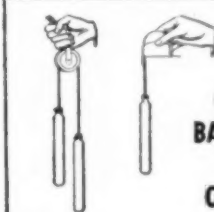
**ON THE
JOB
HANDLING**



**WIDER
WINDOWS
IN SAME
SPACE**

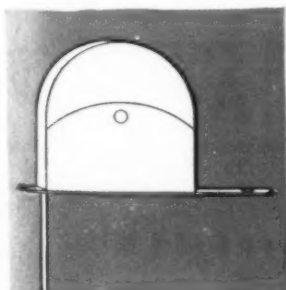


**NO WEIGHT
BOXES,
NO DRAFTS**



**TRUE
COUNTER-
BALANCING,
EASY
OPERATING**

LIFE-TIME GUARANTEE



Specify Window Units with
PULLMAN *Sash Balances*



Fit for a Princess!

NO. 4221 PRINCESS
PRINCESS 4421 PULL



for the *Extra Something* that sets a home apart
Specify STANLEY Cabinet Hardware!

There's a style and finish to Stanley Cabinet Hardware that sets it apart as something special right from the start. Nationally known industrial designers styled it. Stanley engineers spent years of research and testing to perfect it.

The result: a line of cabinet hardware that is smoother working, longer lasting and easier to

install . . . and by all odds the most beautiful.

Stanley Cabinet Hardware is a little extra touch that all home owners will appreciate and enjoy. Recommend it. A descriptive folder showing the complete line gives full details. The Stanley Works, Cabinet Hardware Department, New Britain, Conn.







New! Self-adjusting latch—
Pat. Applied For

Unique new "trigger" latch has a friction sleeve which adapts itself automatically to doors from $\frac{3}{4}$ inch to $1\frac{1}{2}$ inches thick. A Stanley "exclusive"!



New! Colorful Plastic Inserts—

Latch thumb pieces molded of sparkling, durable plastics—red or black—give unusual beauty to this modern hardware. Latch 4220 also furnished with chrome thumb piece.

 <p>NO. 4222 PRISCILLA PRISCILLA 4422 PULL</p>	 <p>NO. 4220 REGENCY REGENCY 4420 PULL</p>
 <p>NO. 4224 NEWPORT NEWPORT 4424 PULL</p>	 <p>NO. 4223 CENTURY CENTURY 4423 PULL</p>

STANLEY
Reg. U.S. Pat. Off.

HARDWARE • HAND TOOLS • ELECTRIC TOOLS



another sales builder . . . THATCHSULATE!

new, attractive pattern joins BRICSULATE and STONESULATE in Carey Insulated Siding line

Once again **CAREY** leads the way with another quality product to help you sell *more* siding jobs.

Ask your **CAREY** dealer today about these great new insulated sidings—*Bricsulate . . . Stonesulate . . . Thatchsulate*—versatile, colorful, research-tested products that assure *more* business with *more* satisfied customers. Order direct from your **CAREY** dealer or drop a post card to Dept. AB-7

Carey

years serving home and industry

THE PHILIP CAREY MANUFACTURING CO., CINCINNATI 15, O.

In Canada: The Philip Carey Company, Ltd.,
1557 MacKay Street, Montreal 25, P. Q.

Asbestos Roofing and Siding • Asphalt Shingles and Roofings
Roof Coatings and Cements • Rock Wool Insulation
Asbestos Wallboard and Sheathing
Miami-Carey Bathroom Cabinets and Accessories

check these outstanding advantages

shiplap edges all around for precision alignment, easy application

no "picture framing" along individual panel board edge

heavy mastic coating anchored into the surface thick, deeply imbedded granules

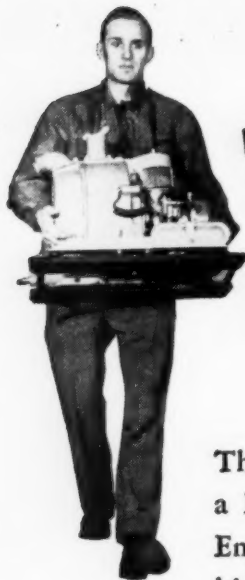
deep shadow lines that lend added beauty—distinctive styling

Carey asphalt saturating, with deep penetration that assures 50% longer weathering

insulation plus structural strength

adds up to a better . . . faster job

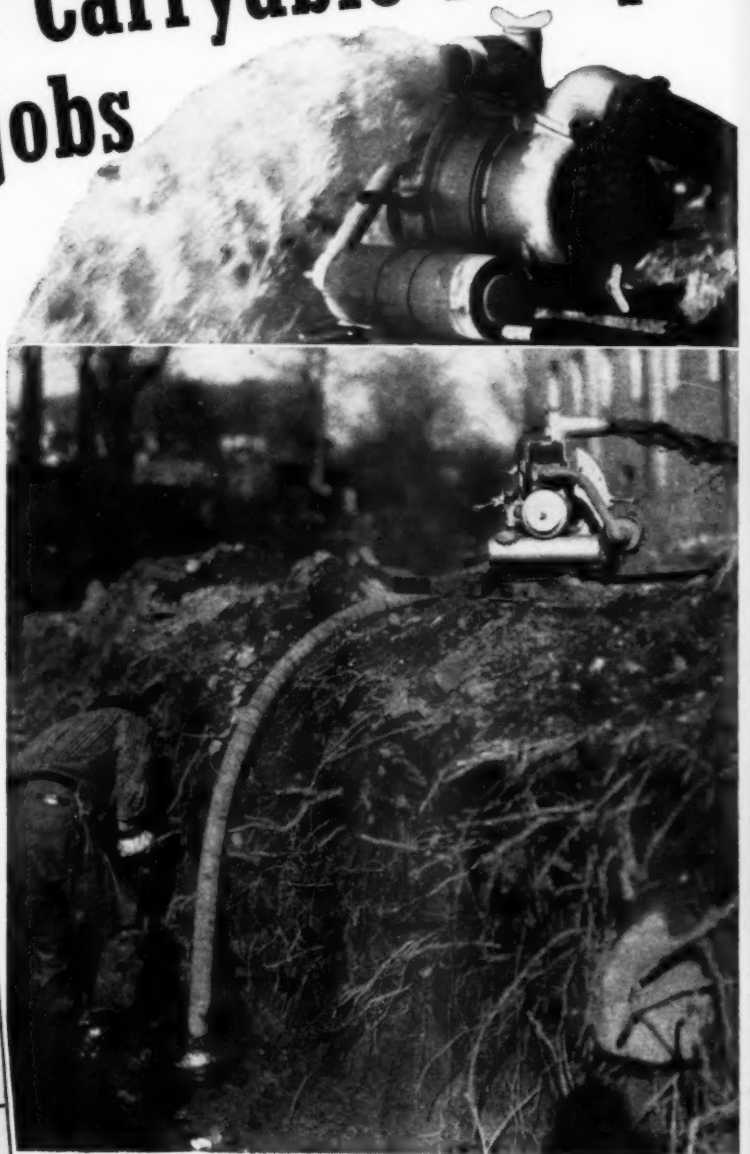
DETROIT PUBLIC LIBRARY



The One Carryable Pump for all jobs

There's one thing about a Homelite Gasoline-Engine-Driven Pump... it's small enough to get to a job and big enough to *do* the job. But that's not all... not by far. A Homelite... *and only a Homelite*... has 9 Big Features that make it the best pump for all jobs... your jobs.

The Best Pump for All Jobs is the Pump with All These Features		
1	CARRYABILITY	✓
2	FAST SELF-PRIMING	✓
3	AUTOMATIC SEEPAGE CONTROL	✓
4	HIGH 28-FOOT SUCTION LIFT	✓
5	NON-CLOGGING DESIGN	✓
6	MAINTAINED RATED CAPACITY	✓
7	DISCHARGE PRESSURE	✓
8	DEPENDABILITY	✓
9	SIMPLE DESIGN AND OPERATION	✓



Handles Mud and Sand Easily

Non-clogging, self-scouring, with no pockets to accumulate solids, a Homelite Carryable Pump handles the thickest and muddiest water without stoppage or shutdowns for cleaning.

See for yourself

Write today for our new illustrated bulletin No. L-503 that tells the *complete* story and shows how you can get faster, better pumping with Homelite Carryable Pumps.

HOMELITE

CORPORATION

507 RIVERDALE AVENUE, PORT CHESTER, NEW YORK

MANUFACTURERS OF HOMELITE CARRYABLE PUMPS • GENERATORS • BLOWERS • CHAIN SAWS

Take this low-cost

Portable Saw-Shop

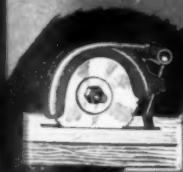
to your job!



It's a CUT-OFF saw!



It's a MITER saw!



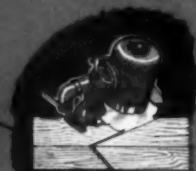
It's a RIP saw!



It's a DADO machine!



It's a ROUTER!



It's a VARIETY saw!



It's a SHAPER!

This ever-popular, low-cost DeWalt is easy to carry from job to job. When you put it to work you actually have a "saw-shop" on the job, because every time you change the cutting tool, you have *another* machine!

To build more and better houses faster—builders use this portable, low-cost DeWalt. Because most of its working parts are now of light-weight, heat-treated aluminum, operators find it easier to handle—safer than ever before—and it does the fast, accurate work they want. It's a machine you can get quickly. Write for catalog. DeWalt, Inc., 17 Fountain Avenue, Lancaster, Penna.

ALL THESE AND MORE
IN ONE . . . and for
THE PRICE OF ONE!

DeWALT

THE SAW THAT'S FIRST WITH BUILDERS

Put this "last word" in your kitchens... and in your sales "clinchers"!

By investing a few extra dollars in the "last word" in kitchen appliances you can add many more dollars to the value of your houses!

The "last word" is the General Electric Disposall*—the kitchen marvel that pulps all food waste and flushes it down the drain!

The Disposall means an end to garbage—an end to garbage mess and to garbage germs.

It means a cleaner, more sanitary, more convenient way of life for the housewife—the person who has the deciding vote when it comes to buying a new house!

Women want this amazing new kitchen appliance—they're deeply interested in it. Every Disposall advertisement that has appeared in *Time Magazine* has been the "best read" ad in the book by women.

Disposall users are sold on it too! Surveys show that 97% of all owners questioned are highly enthusiastic about the



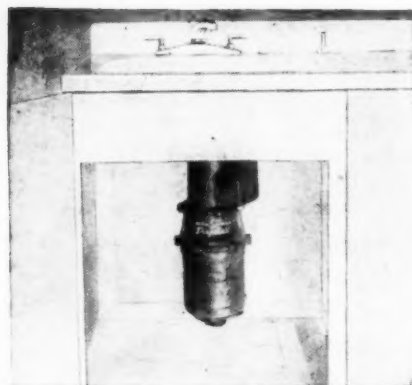
Disposall. They call it their favorite appliance—one they'd never want to give up. Typical comments:

"Saves me 32 minutes a day!" "No

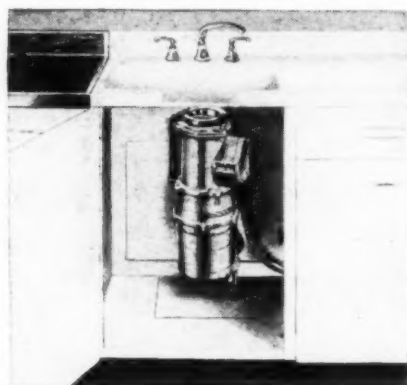
more garbage odors!" "So clean and sanitary!" "So convenient!" "Perfect!"

Install this extra sell in your very next house!

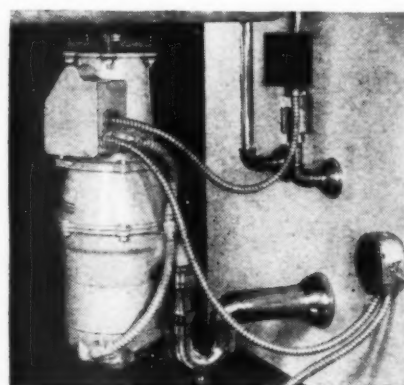
See how easy it is to install the Disposall



•This is how the Disposall looks installed in the G-E Electric Sink.



•The Disposall can be installed in any standard sink.



•All plumbing and electrical connections are visible in this under-the-sink view.

Mail this coupon for complete information

A&M Department,
General Electric Company, Bridgeport 2, Conn.
Please send me complete information about G-E Disposall

AM487

NAME _____

ADDRESS _____

CITY _____ STATE _____

*General Electric's registered trade-mark for its food-waste disposal appliance.



DISPOSALL

—means good-by to
garbage, automatically!

GENERAL  ELECTRIC

"I can read your blueprint, Mr. A."

"The lines and arrows with figures are strictly in your department, Mr. Architect but down there under "Specifications" it says "Formica", and that makes sense to me."

Beauty Bonded Formica* for sink tops is the kind of specification every Architect likes to write. Color and beauty to delight his Client solidly backed up with physical properties that make Formica ideal material for sink top conditions. Sink tops of Formica are fabricated for custom kitchens as well as for many "packaged" cabinet units. We'll be glad to send you the names of near-by Fabricators who build with Formica.

Beauty Bonded FORMICA
at Home with People at Work in Industry

Just a few of the many Beauty Bonded Formica colorful patterns to warm up kitchens and other rooms.

*Reg. Trade Mark, U. S. Pat. Off.
Copyright 1948, FORMICA, INC., CINCINNATI 32, OHIO

Do You Know...

what 129,700 architectural readers know about Formica for sink tops?

In beautiful full color, this Formica sink top story is being told in architectural magazines.* You'll want the latest information on why Formica has become the kitchen favorite Mrs. America is asking for by name.

Write for color reprints of this advertisement together with pictorial story of Beauty Bonded Formica at home with people. Formica, 4514 Spring Grove Ave., Cincinnati 32, Ohio.

- * ARCHITECTURAL FORUM
- ARCHITECTURAL RECORD
- PROGRESSIVE ARCHITECTURE
- ARTS AND ARCHITECTURE
- INTERIORS



Beauty Bonded
FORMICA
Reg. U. S. Pat. Off.

at Home with People
at Work in Industry



Three generations of craftsmen—grandfather "Pops" Olstinski, son "Smiler" and grandson Ray examine a sample of their craft—a new door with matched veneer face.

Roddiscraft Quality

Product of generations of Craftsmen



Ed (Smiler) Olstinski, Foreman of the Veneer Splicing Department, and a 41 year veteran, checks veneers graded and inspected by his son Ray.



William "Pops" Olstinski, a veteran Roddis craftsman, takes his old position at the machine he started operating in 1903.

Pride in the product is a tradition at Roddis—passed down through generations of craftsmen. This three-generation Roddis family is but one of many who make craftsmanship a hereditary tradition at Roddis.

You can see it in Roddiscraft quality hardwood flush doors and plywood—they bear the stamp of the fine craftsman in their perfectly matched faces—their beautifully belt-sanded finish—their true, clean edges.

In working with wood, craftsmanship is the key to quality. Roddis craft quality, known for more than half a century, is the product of generations of craftsmen.

NATIONWIDE Roddiscraft WAREHOUSE SERVICE

Cambridge 39, Mass. . . 229 Vassar St.
Chicago 8, Ill. . . 1440 W. Cermak Rd.
Cincinnati 2, Ohio. . . 457 E. Sixth St.
Dallas 10, Texas. . . 2800 Medill St.
Detroit, Mich. . . 11855 E. Jefferson Ave.
Kansas City 8, Mo. 2729 Southwest Blvd.
Louisville 10, Ky. . . 1201-S S. 15th St.

L. I. City, N. Y. Review & Greenpoint Ave.
Los Angeles 11, Calif. . . 2860 E. 54th St.
Marshfield, Wis. . . 115 S. Palmetto St.
Milwaukee 8, Wis. . . 4601 W. State St.
New York City, N. Y. . . 920 E. 149th St.
New Antonio, Texas. . . 727 N. Cherry St.
San Francisco 24, Cal. . . 345 Williams Ave.

DEALERS IN ALL PRINCIPAL CITIES

Roddiscraft

Roddis Lumber & Veneer Co.

MARSHFIELD, WISCONSIN

STEELCRAFT STEEL CASEMENTS MEAN ADDED BENEFITS... IMMEDIATE DELIVERY!



made possible through amazing new manufacturing methods!

.....

CHECK THESE BIG STEELCRAFT BENEFITS:

- 1 Lighter, Yet Stronger Casements
.... by Actual Laboratory Tests!
- 2 Electropainting ... for More Protection, Longer Lasting Finish!
- 3 Machined Parts for Perfect Fit, Easier Installation!
- 4 Prompt Delivery! ... Your Order Shipped Without Delay!

.....



A Steel Casement, Basement, or Utility Window for a Variety of Purposes!

New! **STEELCRAFT FORMED STEEL LINTEL!**
A completely new Steelcraft product... amazingly lighter, yet strong enough to carry required loads. Indicate on coupon your request for more complete information!

EVERY contractor, dealer, and home owner who has once experienced the many advantages of STEELCRAFT Casements will have no other. Benefits of strength, lightness ... ease of installation, operation, and cleaning ... beautiful appearance—are made possible because of remarkable new production methods that bring streamlined automotive assembly-line procedure into casement manufacturing. This results in precision fit of all parts and lasting, eye-appealing protective finish. That's why contractors everywhere are demanding STEELCRAFT Steel Casements ... for finer engineered casement construction and greater durability ... and prompt delivery. Write today for complete details about sensational STEELCRAFT Casement Windows.

FREE!

"Quick Tips on Your Steel Casement Installation!"

Send for this interesting booklet on casement installation ... for some handy hints that might save you a headache or two!



Mfrs. of famous Steelcraft Metal Buildings

STEELCRAFT

MANUFACTURING COMPANY
ROSSMOYNE, OHIO (IN GREATER CINCINNATI)



MAIL THIS COUPON TODAY!

STEELCRAFT MFG. COMPANY
9101 Blue Ash Road
Rossmoyn, Ohio
(In Greater Cincinnati)

Please send me information as indicated:

- ☐ Complete details on STEELCRAFT Casement line
- ☐ Complete details on STEELCRAFT Lintels
- ☐ Free Booklet on Casement Installation

NAME _____
POSITION _____
BUSINESS ADDRESS _____
CITY _____ STATE _____

"We've made ourselves local building headquarters"

Kenneth N. Wray and Van Demarest tell how they develop profitable building materials sales



STARTING in the little frame building which now stands directly across the street from its present modern two-story office and show room, John J. Demarest, Inc., Barrett dealer, has served the building material needs of Closter, N. J., for more than 60 years.

"About 50 per cent of our business is at retail direct to home-owners," says Kenneth N. Wray, co-owner with Van Demarest. "We encourage local people to make our store 'building headquarters' where they can come with carpenters and contractors to examine materials and get friendly help and advice on any building project."

About roofings, he says: "We like Barrett because Barrett is a roofing outfit through and through and concentrates upon giving good roofing value."



GOOD MERCHANDISE and good merchandising methods helped to build this modern building of John J. Demarest, Inc. Note big windows to accommodate product-selling window displays.



ATTRACTIVE PRODUCT GROUPINGS are important in Mr. Demarest's merchandising program. "Often when customers come in for roofing or lumber, they see our display of protective paints and other Barrett items. It adds up to extra business," he says.



MR. WRAY (seated) and Mr. Demarest take a genuine interest in the problems of their customers and their community. In addition to being successful merchants, Mr. Wray is vice president of the local building and loan association and both men are prominent in other civic affairs.



DEMAREST WINDOW DISPLAYS are as professional as you'll find anywhere. Mr. Wray uses Barrett display material; says it helps bring people into his show room.

THE BARRETT DIVISION

ALLIED CHEMICAL & DYE CORPORATION

40 RECTOR STREET, NEW YORK 6, N. Y.

2800 So. Sacramento Ave.
Chicago 23, Ill.

36th & Gray's Ferry Ave.
Philadelphia 46, Pa.

1327 Erie Street
Birmingham 8, Ala.



... THE SIGN OF A
RELIABLE ROOFING
DEALER

*Reg. U. S. Pat. Off.

Clean . . . compact . . . Crane! This modern step-saving arrangement centers on the Crane Kitchen Queen Sink.

CRANE *At Home* in any plan



That's the thing about Crane. The styling is so *right*, the line so *complete* . . . there's a choice for every taste and a price for every budget.

And you know that Crane is right at home with your client's wishes . . . he has named Crane his first choice time and again in nation-wide surveys.

This preferred line includes a full choice of kitchen sinks, bathroom and laundry fix-

tures, *all* featuring the new finger-tip *Dial-ese* faucets.

In heating, too, the Crane line is complete . . . it provides every requirement for any system, any fuel.

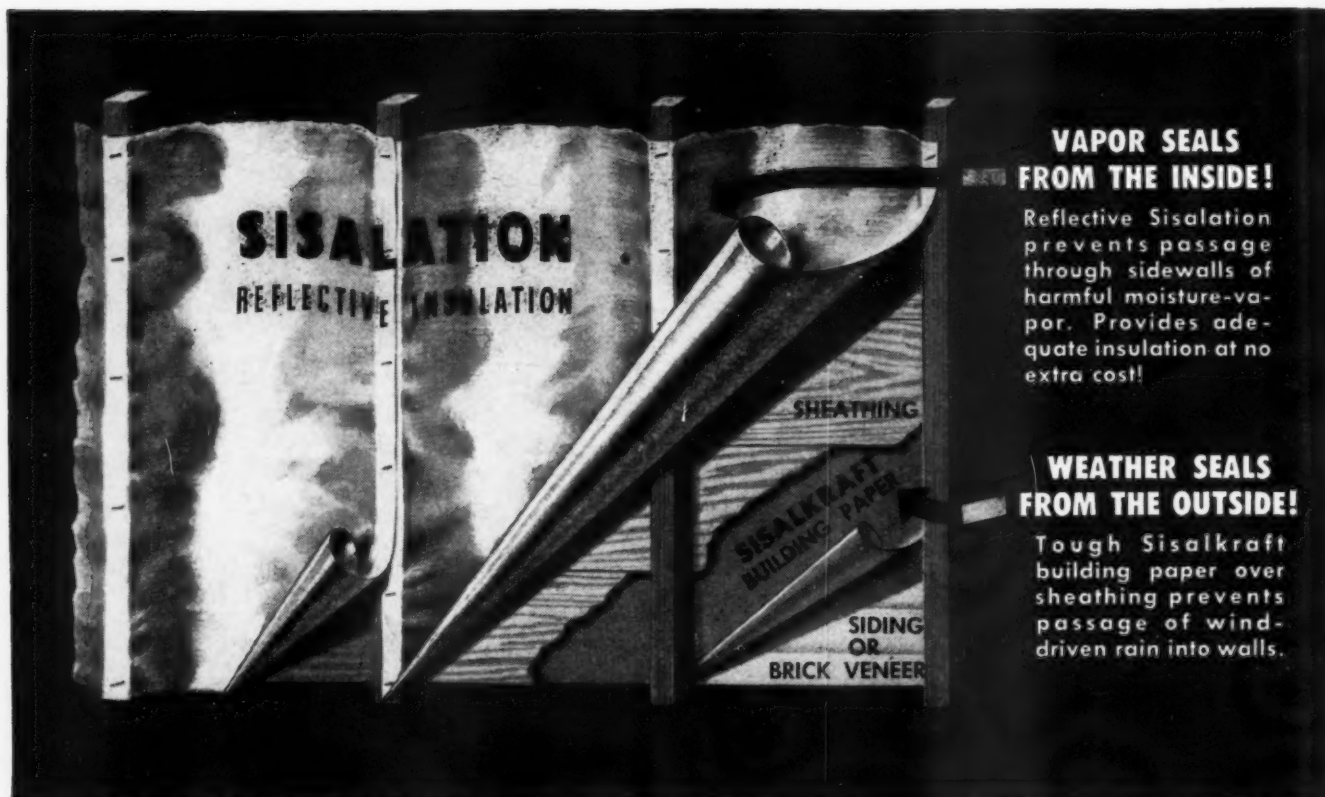
Consult your Sweet's Builders' File for selections from the Crane line. Some fixtures still are more available than others—check your plans early with your Crane branch or wholesaler.

CRANE

CRANE CO., GENERAL OFFICES:
836 S. MICHIGAN AVE., CHICAGO 5
PLUMBING AND HEATING
VALVES • FITTINGS • PIPE

NATION-WIDE SERVICE THROUGH BRANCHES, WHOLESALERS, PLUMBING AND HEATING CONTRACTORS

This Improved Construction Assures a Permanent **DRY WALL** at Minimum Material and Labor Cost!



VAPOR SEALS FROM THE INSIDE!

Reflective Sisalation prevents passage through sidewalls of harmful moisture-vapor. Provides adequate insulation at no extra cost!

WEATHER SEALS FROM THE OUTSIDE!

Tough Sisalkraft building paper over sheathing prevents passage of wind-driven rain into walls.

See for Yourself: New wall construction, utilizing the prime features of Sisalkraft and Sisalation, now enables you to stop the passage of harmful moisture into walls, easily and economically. This simple method provides a permanently DRY WALL in homes PLUS all the advantages of effective INSULATION at no extra cost!

Write today for further information about these two products.

The SISALKRAFT Co., Dept. AB, 205 W. Wacker Drive, Chicago 6, Ill.





Put Yourself in His Place

HOW WELL DO YOU INFORM HIM ABOUT

YOUR NEW HOMES?

MR. SMITH, your prospect, looks at one of your new homes. He's considering probably the biggest single purchase of his life. He's worried about prices, anxious to get full value for every dollar. How well do you inform him about your homes—and *convince* him?

We have a new way to help you sell—to keep your name and all the facts before your prospect while he's making the decision.

Our plan is the "Home Buyer's Guide"—a beautiful full color portfolio, in large size, with your name and address imprinted on the back cover.

The inside pages are divided into pockets. We insert Rheem literature to describe in detail the Rheem Appliances you have installed. You can get similar literature from your other suppliers, to cover all the products and equipment in the house.

You simply put a supply of the "Home Buyer's Guide" in your model homes and sales office, and invite prospects to take one free! It answers hundreds of questions, saves you hours of time.

This new service is presented to you by Rheem—the world's largest maker of automatic water heaters and the foremost manufacturer of other Home Comfort Appliances. Fill in and mail the coupon . . . our representative will call promptly to show you the "Home Buyer's Guide" and take your order. Do it now!

THE "HOME BUYER'S GUIDE"

A beautifully illustrated portfolio
with your name imprinted.

All the facts about your homes
in a single package.

Stays with your prospect
while he's deciding.



RHEEM MANUFACTURING COMPANY

Dept. AB-7

570 Lexington Ave., New York 22, N. Y.

Please show me a sample of your "Home Buyer's Guide."

Name _____

Address _____

City _____

State _____

Rheem



HOME COMFORT APPLIANCES

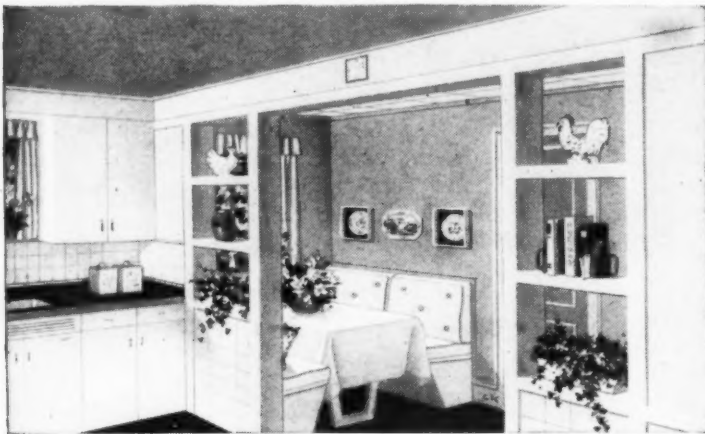
9 Plants in U.S.A.—affiliated companies in Brisbane, Melbourne, Sydney, Rio de Janeiro, Singapore, and Hamilton, Canada.

Automatic Water Heaters
Soft Water Appliances
Heating Appliances
Cooling Appliances

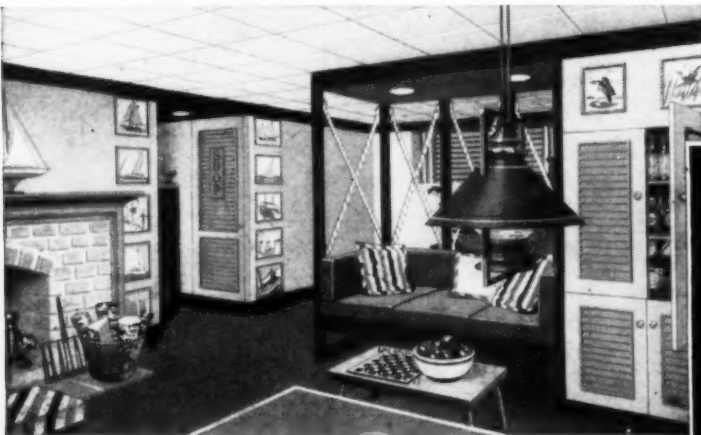
MODERNIZING IDEAS for your customers...



ATTICS become firesafe, useful rooms when modernized with Gold Bond Gypsum Wallboard and Gold Bond Rock Wool.



KITCHENS drab and dingy, are made smart and efficient when modernized the Gold Bond way.



BASEMENTS make colorful game rooms and cozy dens with low-cost Gold Bond Gypsum Wallboard and Sunflex Paints.

USING FIREPROOF GOLD BOND GYPSUM WALLBOARD

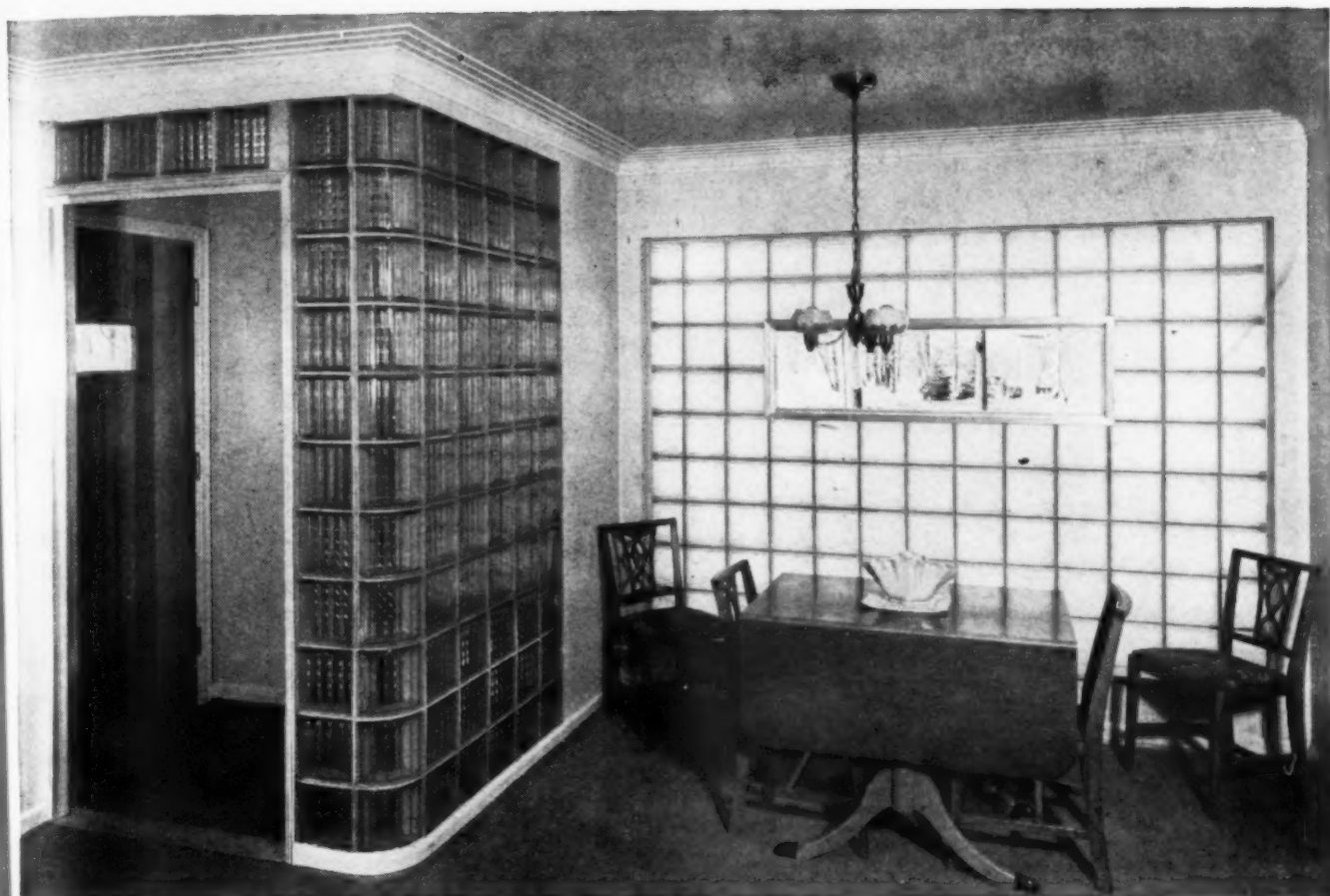
For three years the Gold Bond series in the Saturday Evening POST has featured IDEAS! Ideas for your customers for modernizing and improving their homes. Ideas that will mean more business for you!

Your customers have probably clipped many of these Gold Bond ideas from the POST. Give them suggestions for adapting those ideas to their own homes, and then make sure you supply Fireproof Gold Bond Gypsum Wallboard for the job. POST readers *know* and *believe-in* the Gold Bond name.

And remember, when neighbors and friends talk things over, *one* of these good-paying remodeling jobs often leads to another. Why not become the Gold Bond Remodeling Specialist in your community?

NATIONAL GYPSUM COMPANY
Buffalo 2, New York

You'll build or
remodel better with
Gold Bond



Use of Insulux Glass Block No. 350 in this sun-exposed dining alcove assures evenly diffused lighting even on the

brightest days. Clear vision fenestration provides visibility. Contractors: William Bortolotti & Sons, Detroit, Michigan.

For daylight with complete privacy —

THERE'S no need to sacrifice privacy to get daylight. With Insulux Glass Block panels, rooms can be made bright and cheerful without exposing occupants to curious outsiders. Insulux can be used

alone or in combination with clear vision windows.

Many builders have also discovered that Insulux Glass Block No. 350 is ideally suited for daylighting rooms with sun exposures. Panels of Insulux No. 350 diffuse daylight and distribute it evenly into interiors. Three types of design are available to meet specific needs.

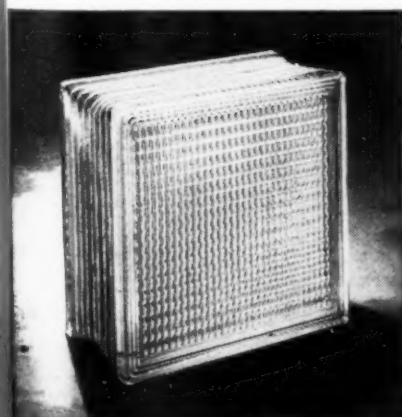
Insulux Glass Block is a versatile building material, adaptable to many applications in home construction. It gives better heat insulation and carries less noise

than other light-transmitting materials. Simple to maintain, Insulux panels can be washed with plain water.

To the builder, Insulux Glass Block offers strength plus durability and ease of installation. It is laid similar to ordinary brick and is free from rot, rust and corrosion.

• • •

Greatly expanded production facilities mean Insulux is now available for immediate delivery in large or small lots.



INSULUX
GLASS BLOCK

AMERICAN STRUCTURAL PRODUCTS COMPANY

Subsidiary of
OWENS-ILLINOIS GLASS COMPANY

**SEND
FOR
FREE
BOOKLET**

American Structural Products Company
Dept. E-56, P.O. Box 1035
Toledo 1, Ohio

Gentlemen:

Please send me your free booklet on home applications for Insulux Glass Block, "Ideas for Brighter Homes."

Name _____ Address _____

Firm _____

City _____ Zone _____ State _____



"Then we both reached for an idea..."

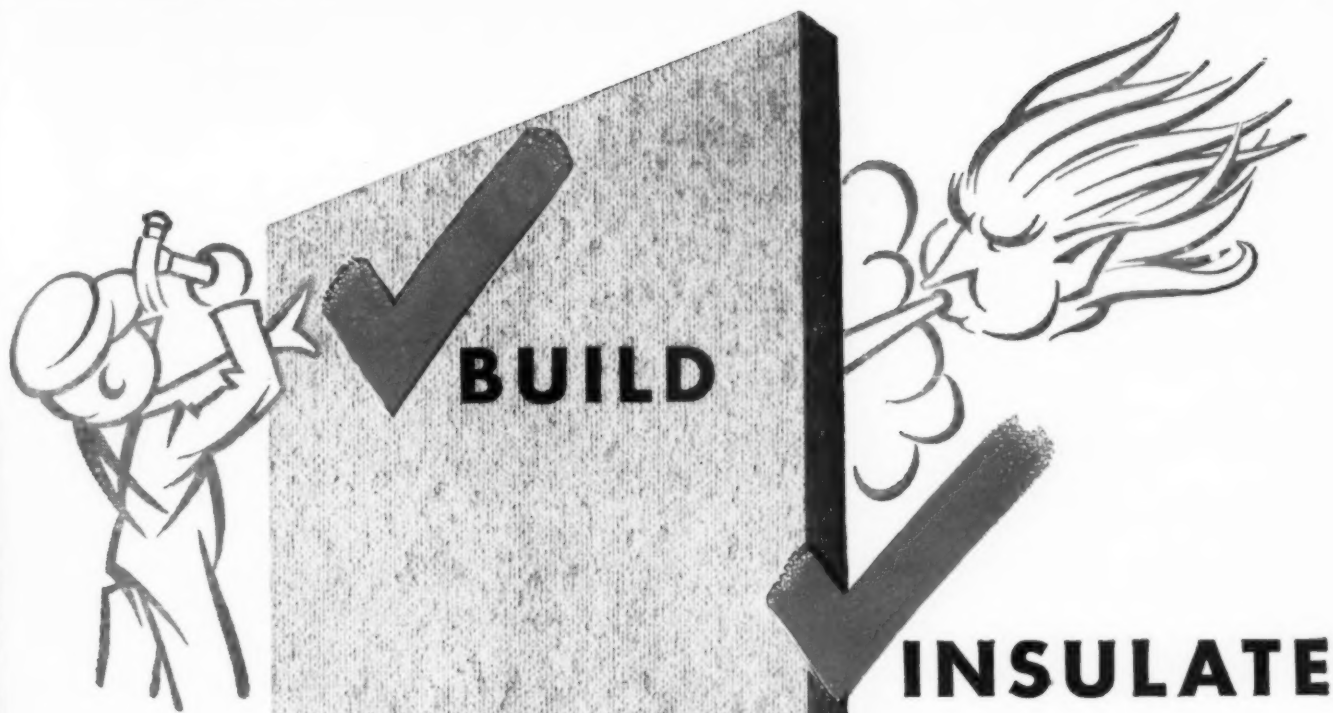
"And we both said at the same time,
'Here's an idea from House & Garden.'"

"My client pulled a treasured clipping
from his pocket . . . and I reached for my House & Garden
Building Reprint File. Two minds with one thought
. . . better building; and *one* source of authoritative information
. . . House & Garden.*"

House & Garden

A Condé Nast Publication ©1948 THE CONDE NAST PUBLICATIONS, INC.

*10,000 architects and building supply dealers not only receive reprints of editorial features on building but *also* receive *all* building advertisements appearing in each issue of House & Garden.

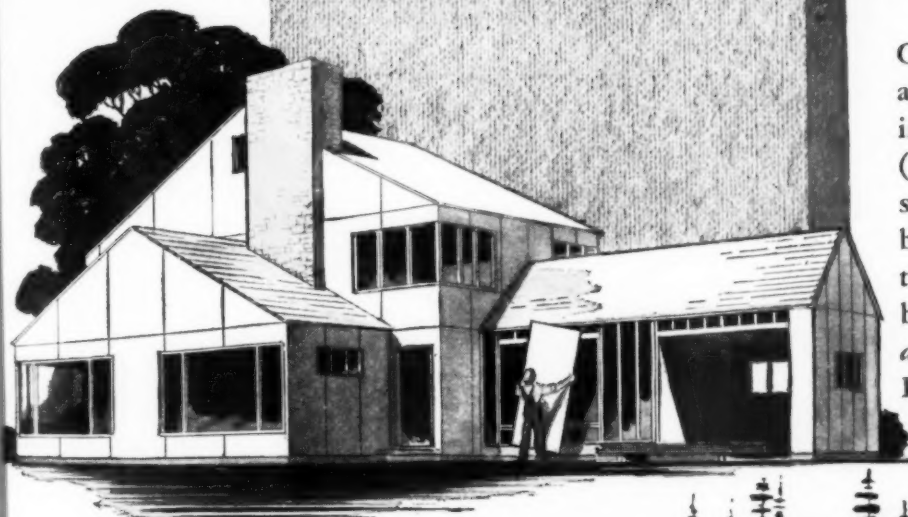


BUILD

INSULATE

WITH **DOUBLE DUTY**

INSULITE



Check those **TWO SERVICES** again . . . they give you important advantages. Insulite (Bildrite) Sheathing not only sheathes a house faster and better, but it also *insulates* at the same time. That's why builders call Insulite the *double-duty* building material. It gives *more* for the money.

**INSULATES AS IT . . .
BUILDS AS IT**

**double-duty
INSULITE**
The GENUINE

**BUILDS
INSULATES**

"Insulite" is a registered
trade mark, U.S. Pat. Off.

INSULITE DIVISION
PAPER
MINNEAPOLIS 2, MINNESOTA



MINNESOTA & ONTARIO
COMPANY



"All Right • But If You Miss Once You're Out!"

BUT you *can't* miss with Vitrified Clay Pipe! It's so easy to handle, so easy to lay. A wide variety of fittings gets you past the sharpest curves. In no time at all you get your "cut" on the extra dough — as much as \$25 on even the smallest house — that Clay Pipe brings in. Isn't that worth going to bat for?

IF YOU NEED specific information on a Clay Pipe problem, write the details to the office nearest you.

NATIONAL CLAY PIPE MANUFACTURERS, INC.
1105 Huntington Bank Bldg., Columbus 15, Ohio
703 Ninth and Hill Bldg., Los Angeles 15, Calif.
522 First National Bank Bldg., Atlanta 3, Ga.
100 North LaSalle Street, Room 2100, Chicago 2, Ill.



CLAY  PIPE
IS THE
BUILDER'S PIPE



C-948-1A

Vitrified
CLAY PIPE

Won't split, splinter, snag, dent or corrode
Can be bent permanently to curved designs

Resists moisture permanently—no tendency to warp

Can be sawed, planed, routed, beveled, laminated

Takes almost any applied finish

Great structural strength



Presdwood is used extensively in construction of modern interiors. It combines a high degree of beauty, smart styling and practical utility.

THE WONDER WOOD OF 1000 USES • MASONITE PRESWOOD

Architects . . . designers . . . builders — here's the material to fire your imagination! Time-proved Masonite* Presdwood* combines beauty, durability and strength — perhaps more useful characteristics than any other basic material. Unusual effects are possible when you use this versatile hardboard for curved surfaces. It takes an almost unlimited variety of finishes, too. Presdwood is made from natural wood, refined to a better, stronger, wonder wood. Its dense, smooth panels can be applied easily and quickly. Progressive lumber dealers have Presdwood—Untempered, or Tempered to extra hardness. For complete technical data, write Masonite Corp., Dept. AB-7, 111 W. Washington Street, Chicago 2, Illinois.

*Trade-marks Reg. U. S. Pat. Off. "Masonite" signifies that Masonite Corporation is the source of the product.



"The best wood is Presdwood"
MADE FROM EXPLODED WOOD

THE LEADING HARDBOARD

MASONITE
PRESWOOD

Reg. U. S. Pat. Off.

1. Extra Width. KIMSUL blankets provide fully insulated fastening edges.



3. Many-layer Stitched

Construction. High thermal efficiency. ("k" factor of dependable KIMSUL is 0.27.)



2. Handy Compressed Package.

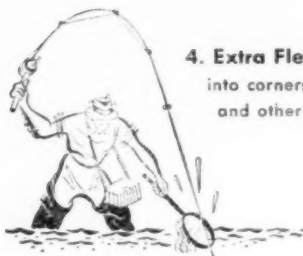
Comes in light, compact rolls—reduced to 1/5th installed length. Easy to handle—easy to apply.



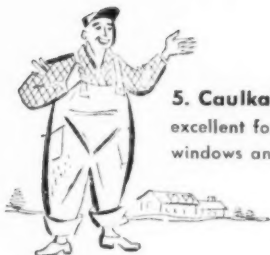
No other insulation gives you these 6 exclusive building advantages.



4. Extra Flexibility. Fits snugly into corners, behind pipes and other "tight spots".



5. Caulkability. Cut strips are excellent for caulking around windows and door frames.



6. PYROGARD† Fire-Resistant Cover.

Even its cover is entirely treated to resist fire and flame. A unique KIMSUL feature.

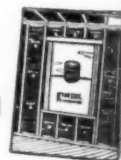


What's more, KIMSUL* insulation is pre-cut to fit standard spaces between studs and rafters. It's permanent—won't sag or settle. Clean—no sharp particles to irritate workmen's skin. Adds little to structural load. (1,000 sq. ft. of Standard Thick KIMSUL weighs only 115 lbs.) Resists fire, moisture, vermin and fungi—and it's termite-proof. KIMSUL comes in

three thicknesses for the proper balance of efficiency and economy. Specify Commercial Thick (about 1/2 in.) and Standard Thick (about 1 in.) for walls, attics and floors; Double Thick (about 2 in.) for attics.

KIMBERLY-CLARK CORPORATION
KIMSUL Division, Neenah, Wisconsin, U. S. A.

FREE INSULATION BOOKLET



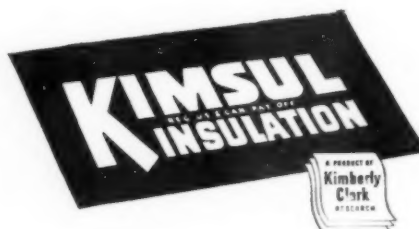
A brand new manual filled with technical data you can use. Prepared by the makers of KIMSUL. Write us for your free copy on your business letterhead.

Insulate when you build.

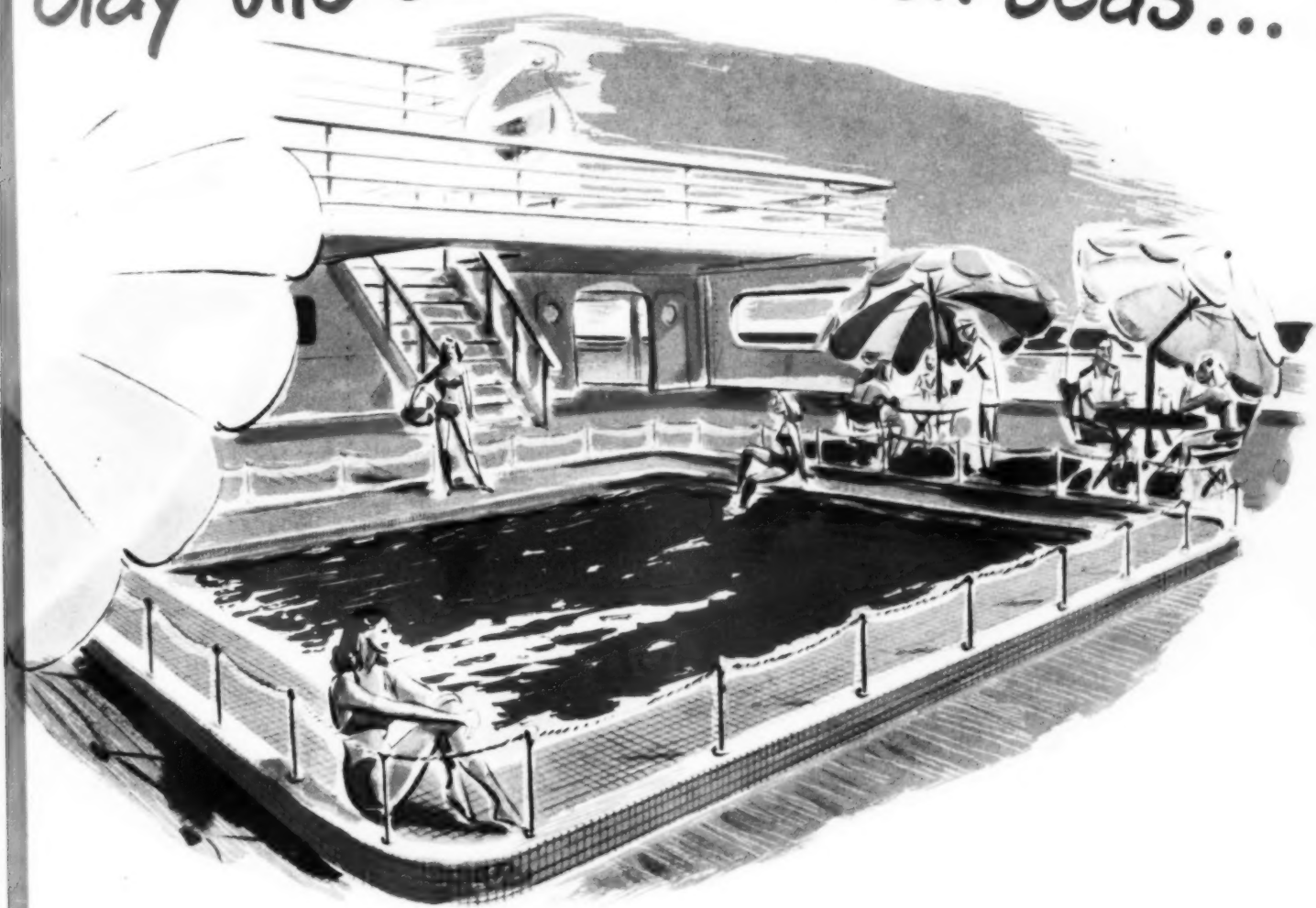
Over-all insulation
means ready salability.

*T. M. Reg. U. S. & Can. Pat. Off.

†Trademark



clay tile sails the seven seas...



In postwar cruise ships like the Alcoa Cavalier and her sister ships,
genuine clay tile contributes to the luxury appointments which provide
comfort and convenience for pleasure-seeking passengers.

When marine architects designed these cruise ships they considered the special seagoing conditions imposed
upon a shipboard swimming pool. A roll of the ship shifts the weight of the water and brings changes in pressure
upon its sides. Sun and sea create extreme exposure conditions.

Genuine clay tile was selected because it bonds together strongly, resists warping,
chipping, cracking, corrosion, the effects of heat and cold
and the constant "working" of the ship's structure.

THE MODERN STYLE IS



here's why the modern style

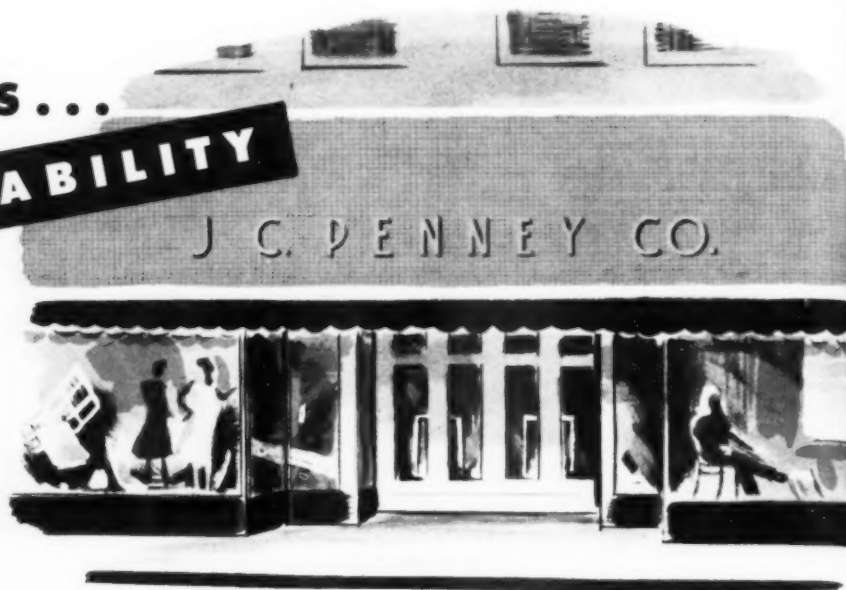
CLAY TILE PROVIDES...

DURABILITY

in Pine Bluff, Arkansas, and other locations, J. C. Penney Company believes in putting its "best front forward" by using clay tile on its store exteriors.

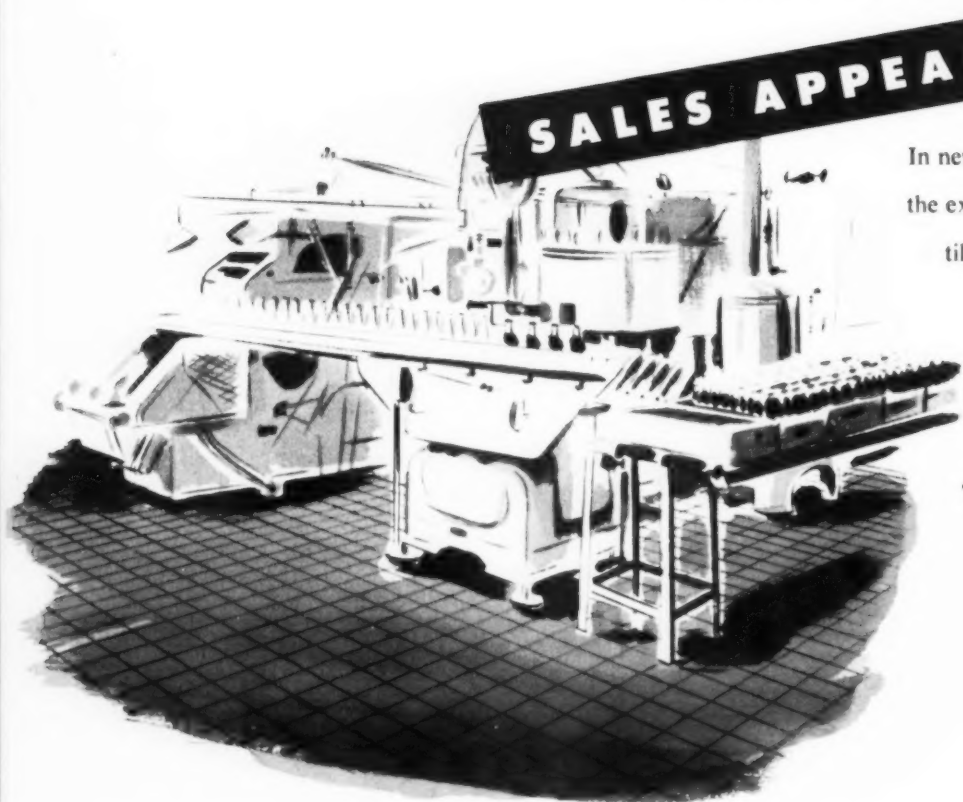
When undertaking any type of new construction or modernization, remember that durability and low maintenance costs are vitally important.

Experienced merchants prefer weather-resistant, colorfast clay tile which provides permanent beauty and charm . . . let clay tile be a silent salesman to make *passers buy*.



CLAY TILE PROVIDES...

SALES APPEAL



In new Dr. Pepper bottling plants in North Carolina the extensive use of wide windows and glistening clay tile brightens the interiors and invites visitors who see on every hand the accent on cleanliness. Floor cleaning, always a problem in bottling plants, is simplified here because the quarry tile floors can be washed in a jiffy. The tile floors in the syrup laboratory and water purifying room appeal to the public's desire for sanitary conditions. Here is further proof that clean plants can help sell the product.

sty genuine clay tile ...

CLAY TILE PROVIDES...

ECONOMY

Hospitals are faced with the twin problems of keeping patients happy and maintenance budgets low. The use of genuine clay tile for floors, walls and corridors meets both requirements. In the Swedish Hospital, Seattle, Washington, and in various VA hospitals, clean clay tile gives patients confidence that sanitary conditions prevail. The maintenance load is greatly reduced because clay tile is so easy to keep clean. Tile walls never need re-painting.



CLAY TILE PROVIDES..

MODERN DESIGN

In "Mr. Blandings Builds His Dream House," Cary Grant selects genuine clay tile for bathroom walls and floor . . . nationwide, the modern style is clay tile because the varied sizes, shapes and color combinations of tile make it adaptable for any type of design. Also tile's baked-in beauty is permanently pleasing and distinctive. Today every home can have clay tile because the installation cost is surprisingly low. Since clay tile is easy as china to clean, modern homemakers have less heavy housework.



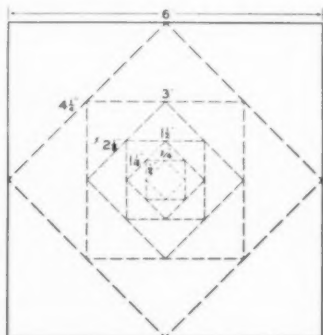
FACTS ABOUT GENUINE CLAY TILE

What it is: Made from clay and/or other ceramic materials, tile is burned at a high temperature to make it durable.

Types: Clay tile is of two general types—glazed and unglazed. Glazed tile has a glass-like finish which may be clear, opaque, white, black, colored or polychrome. It may have a smooth, mottled, veined or rippled effect. A glazed finish may be "bright," "semi-matte," or "matte."

Unglazed tile has no glaze on its surface. The same ingredients are used throughout the entire tile as appear on its face.

Sizes: The sizes range from small "dots" $11/32$ " square to 9" square. Thicknesses vary from $1/4$ " to $1 1/2$ ". The most common sizes bear a geometric relationship to a 6" square, as shown in diagram at right.



Shapes: Wall surfaces require trim shapes, many of which have been standardized by the industry in cooperation with the National Bureau of Standards. A chart is available illustrating and identifying the most popular shapes throughout the industry. To obtain chart use coupon below.

Standards: The National Bureau of Standards has recommended practice for grading, labeling and certification. These recommendations are widely followed by the tile industry.

How to get more information about tile

Title Council of America
10 East 40th Street
New York 16, New York

I would like to receive information about genuine clay tile for walls and floors as checked below.

☐ Data Sheet on Tile. 4 pages. Describes the types, sizes, shapes, and colors of clay floor and wall tile manufactured by the tile industry.

☐ "Ceramic Tile in Church Construction," reprint of article by Alfred A. Franz which appeared in Church Management.

☐ "Basic Course in Tile Selling" . . . Introductory textbook for apprentices. Available free to apprentices and to dealers employing apprentices. Others may obtain this textbook for \$2.75.

NAME _____

COMPANY _____

STREET _____

CITY _____

ZONE _____ STATE _____

Contact your local tile contractor

Good tile installations are the result of proper planning and skilled workmanship. Your nearby tile contractor and dealer offers an extensive background in using real clay tile. Many of these contractors have their own show rooms and are qualified to assist in design and selection.

For the name and address of the nearest clay tile contractor, consult the classified section of your telephone directory. Phone him for information.

THE TILE COUNCIL OF AMERICA

ROOM 3401: 10 EAST 40th STREET
NEW YORK 16, NEW YORK

ROOM 320: 639 SOUTH SPRING STREET
LOS ANGELES, CALIFORNIA

The Tile Council of America was formed in January 1945 to provide a central source of information about floor and wall tile, and to sponsor research and development projects designed to increase the usefulness of tile in all types of private and public building.

Participating Companies

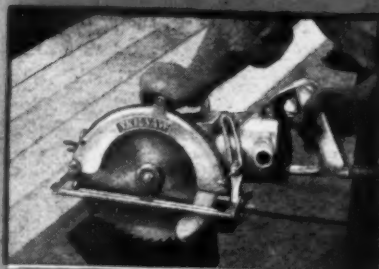
American-Franklin-Olean Tile Company
Lansdale, Pennsylvania
Architectural Tiling Company, Inc.
Keyport, New Jersey
Atlantic Tile Manufacturing Company
Matawan, New Jersey
B. Mifflin Hood Company
Daisy, Tennessee
California Art Tile Corporation
Richmond, California
Cambridge Tile Manufacturing Company
Cincinnati, Ohio
Carlyle Tile Company
Ironton, Ohio
General Tile Corporation
El Segundo, California
Gladding, McBean & Company
Los Angeles, California
Mosaic Tile Company
Zanesville, Ohio
Murray Tile Company, Inc.
Cloverport, Kentucky
National Tile & Manufacturing Company
Anderson, Indiana
Olean Tile Company
Olean, New York
Pacific Clay Products
Los Angeles, California
Pacific Tile and Porcelain Company
Hynes, California
Pomona Tile Manufacturing Company
Los Angeles, California
Robertson Manufacturing Company
Trenton, New Jersey
Sparta Ceramic Company
East Sparta, Ohio
Summitville Face Brick Company
Summitville, Ohio
United States Quarry Tile Company
Canton, Ohio

EVERY CUT in home building

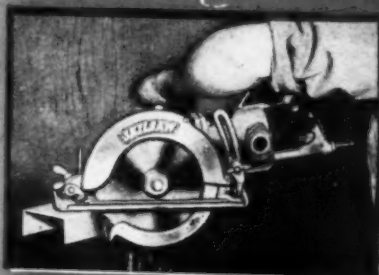
GOES FASTER

with a

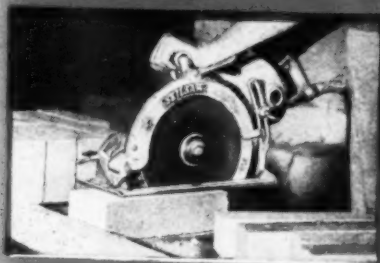
SKIL Saw



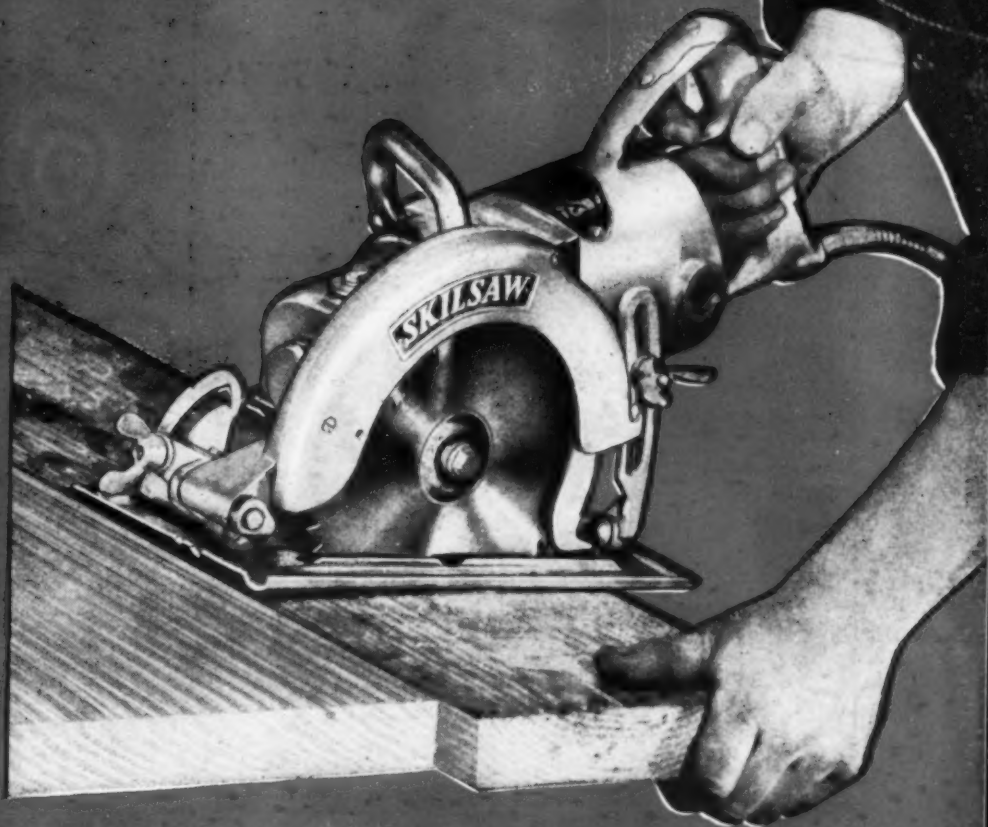
• SKIL Saw gang-edge refert, studs, flooring . . . is quickly adjustable to every bevel cut up to 45°.



• SKIL Saw cuts sheet metal for spouts, gutters, moldings - saves time, money and manpower on every cut.



• SKIL Saw cuts brick, tile, stone and compositions . . . reduces costs on home and commercial building.



You can't afford to saw by hand when you're competing with today's higher construction costs. You can afford an electric SKIL

Saw . . . it's a money-maker . . . it's 10 times faster than a hand saw . . . saves time and money on every cut from foundation forms to roofs. You have a choice of 9 compact lightweight, heavy-duty models that cut as deep as 4 3/8 inches in wood, score concrete, cut metal . . . do more jobs than you ever thought a portable electric saw could do. See your SKIL Tool Distributor. He will show you why you need a SKIL Saw.

SKIL ELECTRIC **Tools** PNEUMATIC

TRADE-MARK

SKILSAW, INC., 5033 Elston Ave., Chicago 30, Ill.

Factory Branches in Principal Cities

In Canada: SKILTOOLS, LTD., 66 Portland St., Toronto, Ont.

Balance-d Facts for Builders, Dealers, Architects



1 NATION-WIDE DEMAND

Advertised to a magazine readership of 134,445,000 people, the "Grand Rapids Invisible" Sash Balance is preferred by home owners everywhere.

PLUS +

2 SUPERIOR PRODUCT

Tested in the laboratory and in thousands of homes since 1939, the "Grand Rapids Invisible" Sash Balance is first choice for smooth, quiet, easy operation.

GRAND RAPIDS
Invisible
SASH BALANCE

PLUS +

3 PUBLIC ACCEPTANCE

The "Grand Rapids Invisible" Sash Balance is easier to sell because it is advertised in national magazines with a total readership of 134,445,000 people.



= EQUALS =

CUSTOMER PREFERENCE

It's just plain common sense to handle the invisible sash balance that's preferred by millions of home owners from coast to coast. Completely concealed in the sash itself, it is always at your service . . . never in your sight.

Balances 100% concealed in the sash . . . no tapes . . . no cables . . . no corrosion. Easy to install . . . just drive in two fasteners . . . screw in one screw. 10 sizes fit 95% of all new and old windows . . . completely interchangeable.

GRAND RAPIDS SASH PULLEYS

No. 103 face plate, cone bearing type, and Nos. 175, 109, 110 sawtooth drive type sash pulleys cover 95% of all sash pulley requirements.



WRITE

for Illustrated Specifications and Instructions

GRAND RAPIDS HARDWARE COMPANY
GRAND RAPIDS 2, MICHIGAN

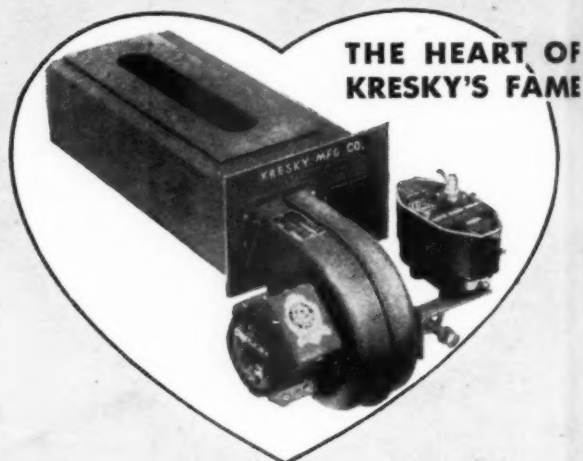
Quality Leaders in Sash Hardware for over 50 Years

YES—
Kresky
OIL BURNERS

The Best Known Name
in Oil Heating
MEANS...

Leadership in Sales and
PROFITS FOR YOU!

For two generations, the familiar name in oil heating equipment has been Kresky. Today, thousands and thousands of satisfied users throughout the country swear by Kresky for every heating need. That reputation means immediate customer acceptance... more sales . . . more quickly . . . for you. More net profit from every sale, too. Kresky's trouble-free operation almost eliminates expensive service calls. And customer satisfaction means repeats sales of other Kresky units.



The famous patented Kresky burner is the basic unit in all models. Simplicity itself in design, the Kresky inducts air into the oil flame in just-right amounts to give clean, quick, hot heat when you want it. Soot-free . . . trouble-free . . . that's Kresky, the all-year line for all-year profits. The Kresky line includes floor furnaces, dual wall furnaces, water heaters, basement furnaces and conversion burners for all types of ranges, home or commercial.

Valuable dealerships may be available in your territory. Write for full information . . .

Listed by Underwriters' Laboratories, Inc.

Write for illustrated folder

KRESKY MFG. CO., INC.

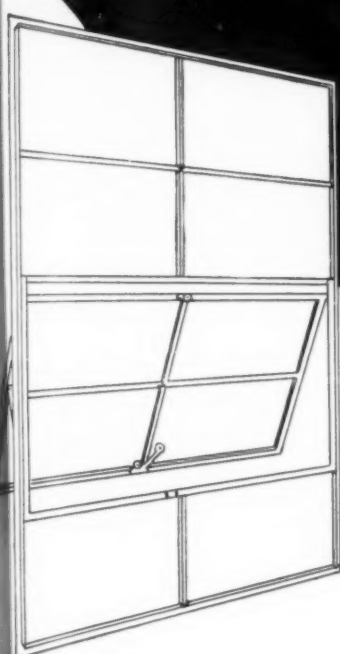
Petaluma, California

Available from warehouse stocks

CECO

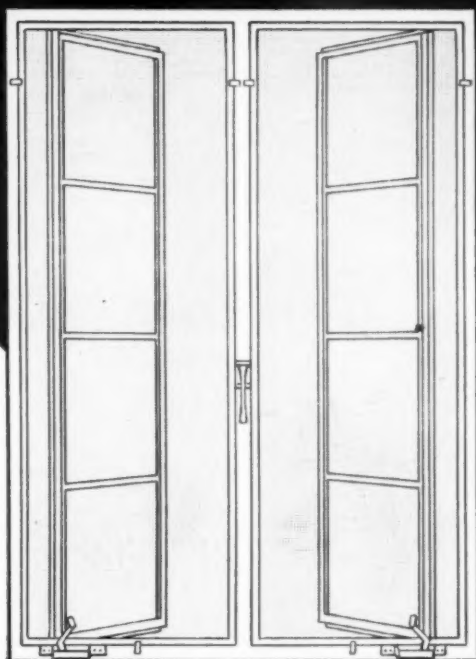
STEEL WINDOWS

and Metal Frame Screens



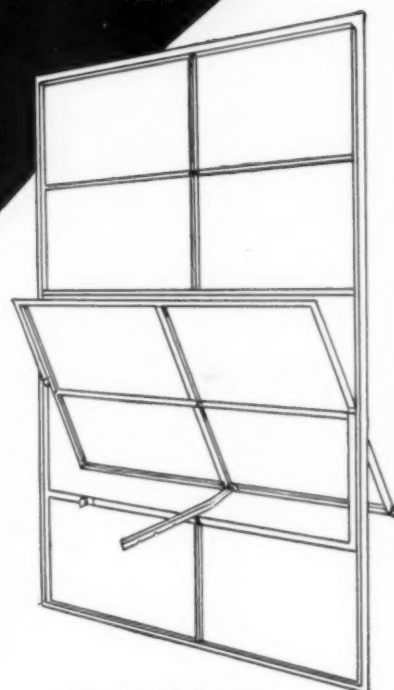
COMMERCIAL PROJECTED WINDOWS

For use in Commercial and Industrial buildings. Easy to screen — Ceco metal frame screens give perfect insect protection. Full range of standard types and sizes.



RESIDENCE CASEMENTS

Controlled ventilation is built-in! More sunlight because frames are slenderer. Tighter weatherseal, too! Easy to wash the outside from inside. And easy to open and close — no warping. Plus inside application of screens — no risky ladders to climb!



HORIZONTALLY PIVOTED WINDOWS

Used in Industrial and Commercial buildings when slight economy is desired. Expertly made to high standards. Full range of standard types and sizes.

Yes, you can have immediate delivery of these and other Ceco steel windows and screens. Send coupon for full information.

CECO STEEL PRODUCTS CORPORATION

GENERAL OFFICES: 5601 West 26th Street, Chicago 50, Illinois
Offices, warehouses and fabricating plants in principal cities
Other typical products—Steelforms, Steel Joists, Roof Deck

**CECO
STEEL**

In construction products **CECO ENGINEERING** makes the big difference

Ceco Steel Products Corporation
General Offices: 5601 West 26th Street
Chicago 50, Illinois

I'm interested in ☐ immediate delivery ☐ later delivery of following windows:

- | | |
|---|--|
| <input type="checkbox"/> Commercial Projected | <input type="checkbox"/> Horizontally Pivoted |
| <input type="checkbox"/> Residence Casements | <input type="checkbox"/> Basement Windows |
| <input type="checkbox"/> Security | <input type="checkbox"/> Architectural Projected |
| <input type="checkbox"/> Utility | |
| <input type="checkbox"/> Doors and Frames | |

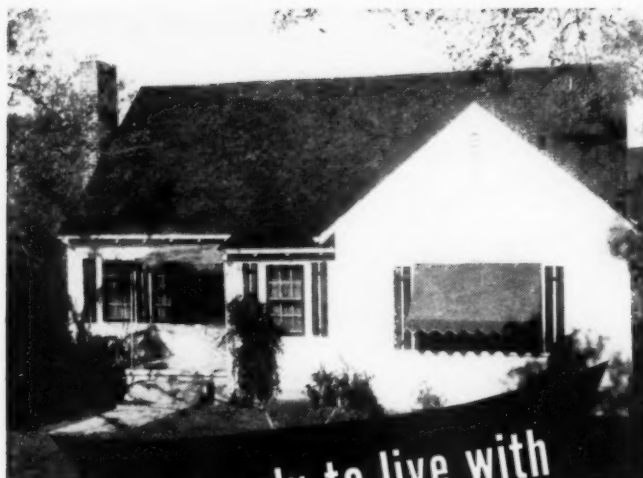
Please send sales engineer ☐
Please send free literature ☐

Name _____

Firm _____

Street Address _____

City and State _____



Happiness and contentment are promoted in the homes built of Western Pines*. For these fine woods always impart a gracious, friendly atmosphere that inspires the owner... that charms the guest.

Western Pines in natural finish show exquisite grain. Stained or enameled, they glow satin-smooth. Outdoors these carefully seasoned Pines take and hold paint—make woodwork that fits snugly in all weathers.

The home owner will always be grateful to the architect who specifies, and to the builder who uses these even-grained, soft-textured woods.



*These are the Western Pines

*Idaho White Pine *Ponderosa Pine
*Sugar Pine

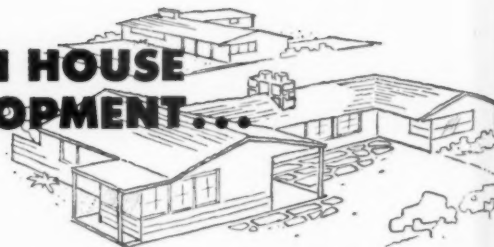
These are Associated Woods

Larch • Douglas Fir • White Fir
Spruce • Cedar • Lodgepole Pine

Well manufactured—thoroughly
seasoned—carefully graded—
by all Association member mills

What do your Flooring Specifications call for on jobs like these?

RANCH HOUSE DEVELOPMENT...



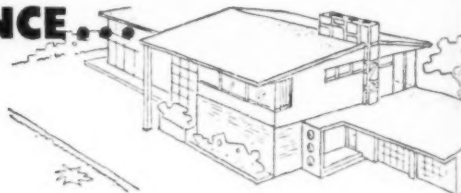
Basementless, concrete slab construction. More and more conscious operative builders are turning to Tile-Text* Asphalt Tile as the all purpose flooring for a one story ranch house. It's low in cost, has an amazing record of long life... and is the only type of resilient flooring which can be installed with perfect safety over a non-waterproofed concrete slab. No other sub-flooring required. Can be installed in gay, colorful patterns or solid tones. Appeals to home owners because it can be used with or without rugs or carpeting.

BLOCK OF STORES...



On the main street of town, where store traffic is heavy, and tenants require different decorative effects. With Tile-Text Asphalt Tile you can offer the commercial user an almost endless variety of designs, patterns and custom accessories around which to plan colorful and functional floors. Yet your client pays no maintenance penalty for high style. Tile-Text is exceptionally easy to clean and keep clean.

RESIDENCE...



Two stories and a basement, for upper income purchaser. For kitchen, bathroom, basement recreation room, foyer, children's bedrooms... specify Tile-Text Asphalt Tile, by any means. It's the right floor for heavily used areas. It brings bright, spirit-lifting color to many areas of the home. It lightens the cleaning burden. And it helps sell your home.

★ ★ ★ ★

Tile-Text Asphalt Tile is installed by expert flooring contractors located in principal cities and towns. Write The Tile-Text Company, Inc., (subsidiary of The Flintkote Company), Chicago Heights, Illinois for the name of the flooring contractor nearest you. Sales offices in Chicago, New York, Los Angeles and New Orleans.



THE TILE-TEXT CO., Inc.
CHICAGO HEIGHTS, ILLINOIS

*REGISTERED TRADEMARK OF THE TILE-TEXT COMPANY

A UTILITY SHOWER*For The Basement***NOW WITH CEMENT RECEPTOR****In 2 sizes: 32 x 32 x 76****36 x 36 x 80**

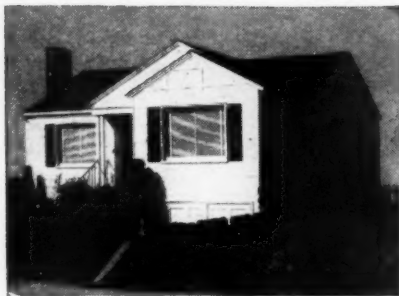
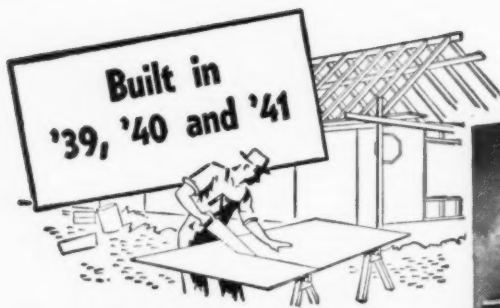
White baked enamel aluminum walls. Concrete receptor or steel receptor. Chrome plated drain. Shower head. Dual shower valves. Available with glass door—or curtain rod and curtain.

A REAL profit-getter in shower cabinets! Tiletone's Model 45 is designed for those who want a truly low cost cabinet, combining utility with lasting durability. Model 45 comes in

two sizes to fit any space requirement. Ideal for basement installation—summer cottages—clubs—farms. Wherever economy plus durability is desired, Tiletone's Model 45 meets the need.

MODEL 45 TILETONE
Shower Cabinet

TILETONE COMPANY • 2323 WAYNE AVENUE • CHICAGO 14, ILLINOIS



**PLYWOOD'S MANY ADVANTAGES KEEP
DEMANDS GREATER THAN SUPPLY**

Plywood production is greater than in pre-war years, but unprecedented demand means that all types and grades may not always be readily available. Check your regular source of supply for price and delivery information. For data concerning plywood's many uses, write: The Douglas Fir Plywood Association, Tacoma 2, Washington.



**Photographed
in '48**

"Plywood Preferred"

says Seattle Builder Earl F. Mench

THESE five homes are typical of more than 50 built during 1939, 1940 and 1941—all with siding of Exterior-type Douglas fir plywood. The builder, Earl F. Mench of Seattle, Washington, says: "These homes are perfect examples of the reasons I recommend plywood so heartily. Plywood offers construction economies—plus long range durability factors. The plywood siding remains in excellent condition, and the houses have a record of very low maintenance. I've never had one complaint about plywood's performance on these houses." In addition to the exterior siding, plywood was also utilized for cabinets, linoleum underlay and other interior detail.

Douglas Fir PLYWOOD

LARGE, LIGHT, STRONG

Real Wood
Panels

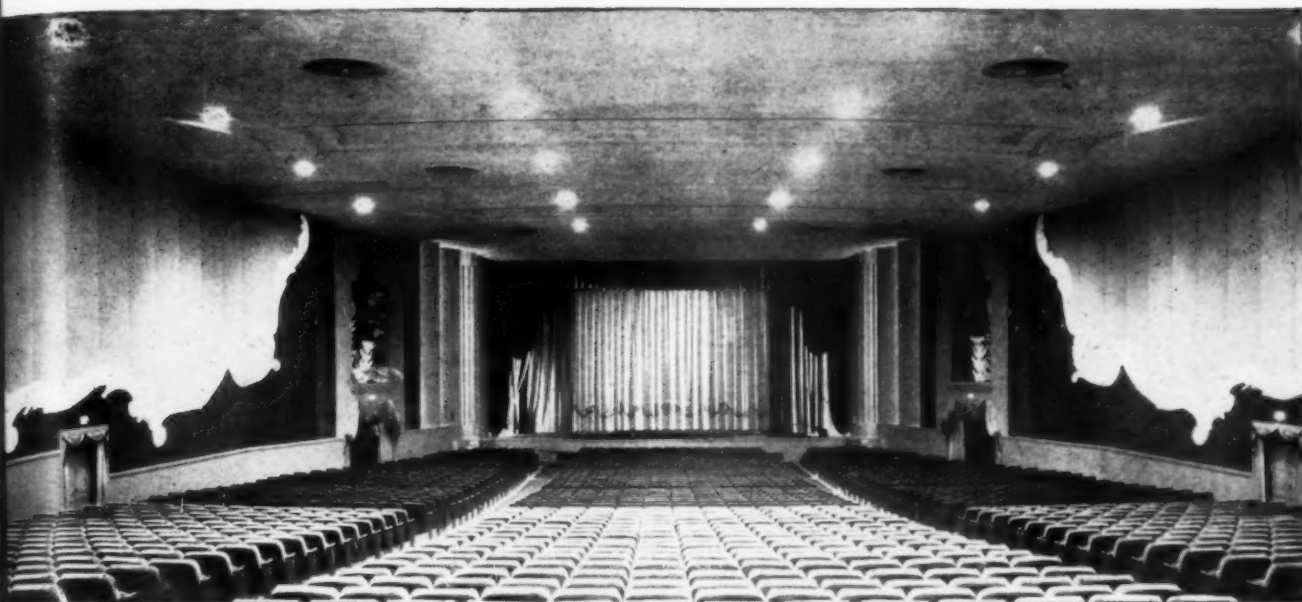


achi

Trusco
partia

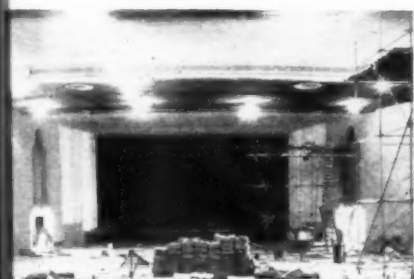
Construc
ceiling

Heating
Lath ba



A Modern Masterpiece

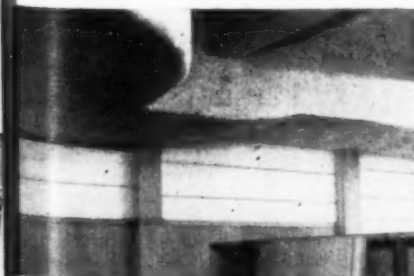
in architectural design and acoustical engineering . . .
achieved with the aid of Truscon Diamond Lath and Cold Rolled Channels



Truscon Metal Lath suspended ceiling partially covered with sprayed asbestos.



Construction details of Truscon Metal Lath ceiling and Cold Rolled Channel furring.



Heating ducts and beam, with Truscon Steel Lath base, covered with sprayed asbestos.

● The Fairview Village Shopping Center, located in suburban Cleveland, is a new business development consisting of 40 stores of varying sizes, bowling center, and theatre.

In the bowling center and theatre, Truscon Diamond Metal Lath and sprayed asbestos were used in ceiling construction to attain a high degree of sound deadening and non-echoing. Truscon Diamond Lath and plaster furred construction were used in the theatre foyer. Truscon Cold Rolled Channels were used extensively to give rigid, fire-resistant construction.

Truscon Diamond Lath is a flat metal lath, uniformly expanded throughout the entire sheet. Its use is almost universal, for it is adaptable for practically all classes of work—as a base for walls, partitions, ceilings, as a reinforcement for stucco, as a protection for steel beams and columns, and for protecting hazardous points in wood frame construction.

Truscon Cold Rolled Channels are strong, straight and true metal members, with square corners that prevent rolling.

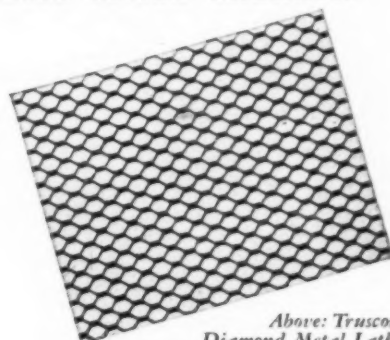
Write for free descriptive catalog showing the entire line of Truscon Metal Lath and Accessory Products, to help you develop modern masterpieces in your plastering art.

TRUSCON

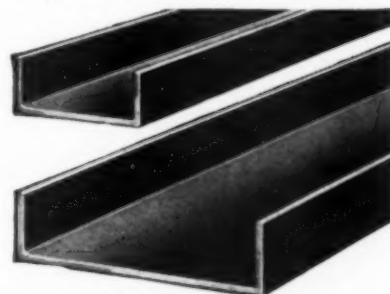
STEEL COMPANY

YOUNGSTOWN 1, OHIO

Subsidiary of Republic Steel Corporation



Above: Truscon Diamond Metal Lath.
Below: Truscon Cold Rolled Channels.



Construction details for Truscon Metal Lath and plaster center recession.

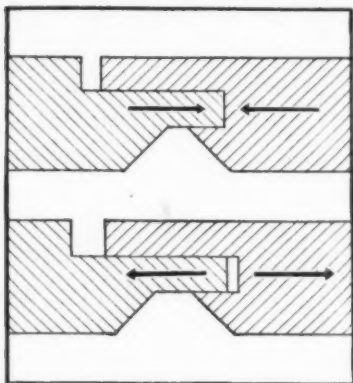
ANOTHER NEW PRODUCT

TEMLOK INTERIOR FINISH

HERE'S the latest addition to Armstrong's new Temlok® Line. It's Temlok Interior Finish. The first panels and planks are now being produced and will be available in quantity very soon.

This new wall and ceiling material is an exceptionally strong, moisture-resistant fiberboard with a smooth painted finish. It comes in convenient forms—panels for ceiling (12" x 12", 16" x 16", and 16" x 32") painted white, and planks for walls (16" wide, 8' and 12' long) painted buff.

Armstrong's Temlok has an exclusive Lok-Bevel



Exclusive Lok-Bevel joint keeps panels and planks securely in place. When heat and humidity expand Temlok (above), the joint closes tight without causing buckling. Contraction (below) leaves no ugly gaps or sagging panels.

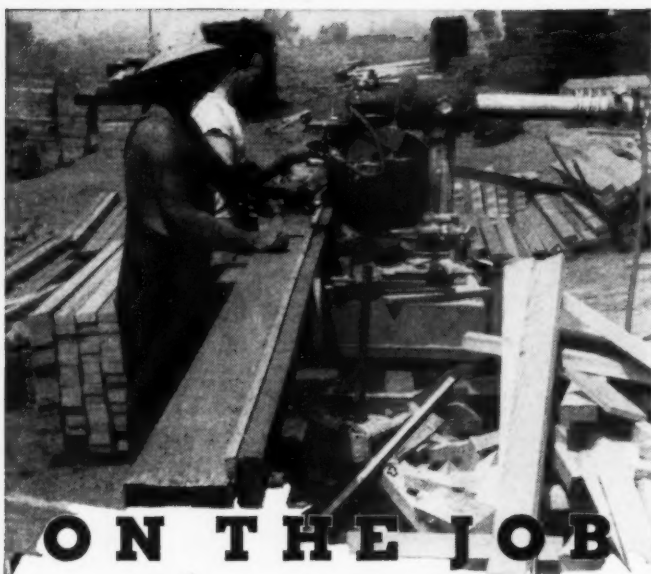
joint which offers big savings in construction time and costs. It is a tongue-and-groove type joint with a blind nailing flange which permits use of staples or large headed nails. When the material expands, the joint closes tighter, with no buckling. When it contracts, it leaves no ugly gaps or loose, sagging panels. The whole surface stays level and attractive.

Temlok Interior Finish is practical for both new construction and remodeling. It's light in weight but extremely durable—won't splinter, crack, or split. It can easily be repainted. And it adds a full half inch of insulation. Ask your Armstrong wholesaler for full details or write Armstrong Cork Company, Building Materials Division, 1607 Ross Street, Lancaster, Pa.



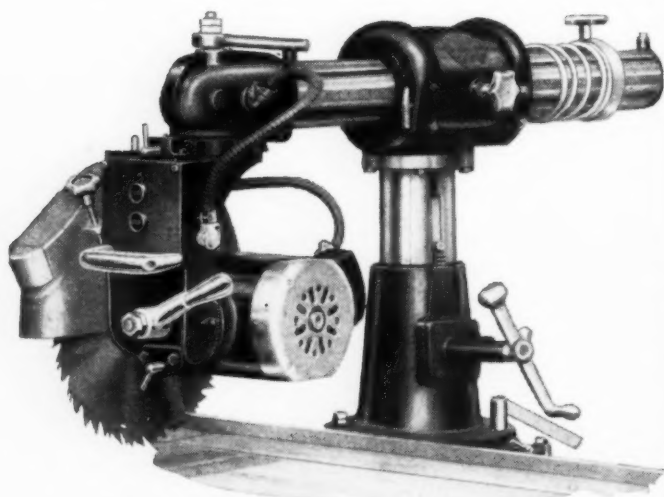
Armstrong's Temlok





ON THE JOB with COMETS

Thousands of construction jobs today have Comets on the scene making endless cuts, smoothly, powerfully, accurately—and with Comet speed. All the Comets make all the cuts—and “more cuts per dollar.” Know all about these fine radial power saws before you buy. See your Comet dealer or write direct.



PREFERRED BECAUSE OF
Performance

CONSOLIDATED MACHINERY & SUPPLY CO., LTD.
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COMETS cut quicker



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SWEET'S FILE

One hundred and ninety-five manufacturers' catalogs—1,336 catalog pages—instantly accessible in the 1948 Sweet's File for Builders.

There, right in your office, you will find up-to-date, useful and comprehensive information on forms, characteristics, performance and use of a wide range of materials, equipments and services.

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**Sweet's Catalog Service
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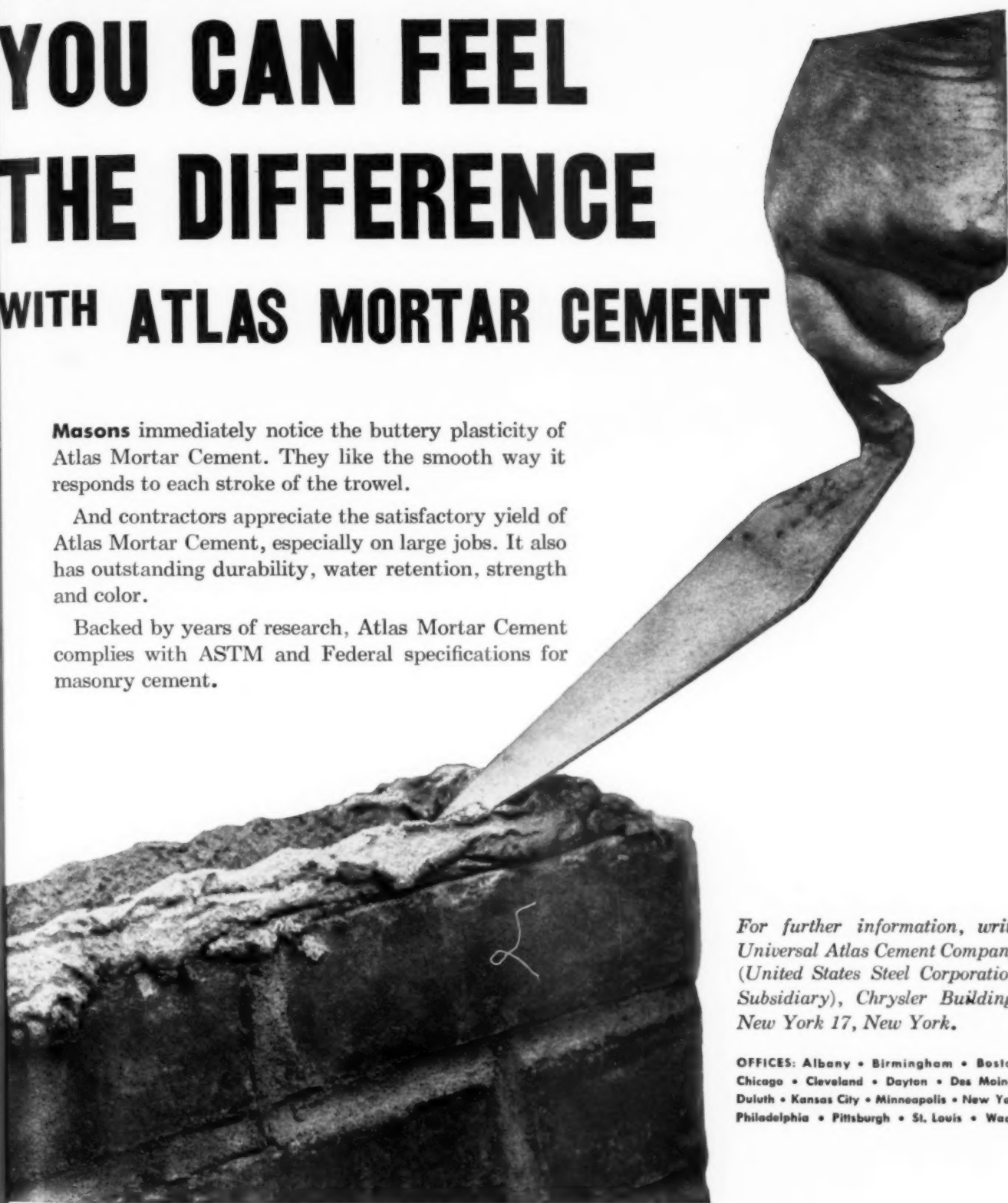
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YOU CAN FEEL THE DIFFERENCE WITH ATLAS MORTAR CEMENT

Masons immediately notice the buttery plasticity of Atlas Mortar Cement. They like the smooth way it responds to each stroke of the trowel.

And contractors appreciate the satisfactory yield of Atlas Mortar Cement, especially on large jobs. It also has outstanding durability, water retention, strength and color.

Backed by years of research, Atlas Mortar Cement complies with ASTM and Federal specifications for masonry cement.



*For further information, write
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(United States Steel Corporation
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New York 17, New York.*

OFFICES: Albany • Birmingham • Boston
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AB-MC-18

SKILLED HANDS PREFER
ATLAS MORTAR CEMENT
THE SATIN OF MASONRY CEMENTS



"THE THEATRE GUILD ON THE AIR"—Sponsored by U. S. Steel Subsidiaries—Sunday Evenings—September to June—ABC Network



YOU MAKE LASTING FRIENDS WITH *Durable* OAK FLOORS

That's because oak floors are always so beautiful, so easy to keep clean and so adaptable to any style of furnishings. They add to the charm and hospitality of the home . . . they're a sound investment in good values . . . they are actually a long-time economy.

Even if you can't get all the oak flooring you'd like to have right now, we hope you are reminding buyers of these extra values, whenever you can supply them. That's the way to make long-time friends—who will send buyers to you when selling becomes a problem.

To help you do this, ask your oak flooring dealer for the booklet *Oak Floors for Long-time Beauty*, to give to buyers and prospective buyers. He'll also give you the new *Builders' Data Book*, giving specifications for planning, laying and finishing oak floors. Get these two helpful books today.

Tell about oak floors today for easier and more profitable sales, tomorrow.



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OAK FLOORS

BEAUTY • DURABILITY
ADAPTABILITY • ECONOMY

HEATFORM

The Superior Heat Circulating Fireplace

Before you recommend a heat circulating fireplace be sure you have complete information on the HEATFORM

● THE MOST EFFICIENT AND DURABLE OF ALL

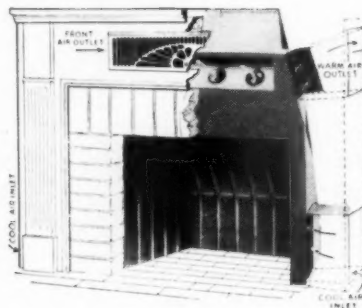
● Comparison proves HEATFORM has these advantages:

MORE HEATING SURFACE BECAUSE—

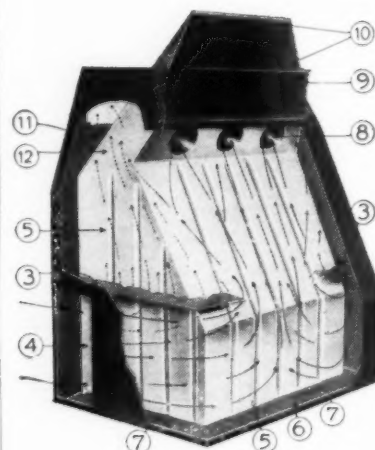
- Heating chambers around the throat as well as the lower firebox.
- Large air passages at each end of throat plus superheating round air flues directly through the throat connecting the lower and upper heating chambers.
- Large cool air inlets and warm air outlets.
- The foregoing results in much larger volume of warm air circulation.

MORE YEARS OF SERVICE BECAUSE—

- Ribbed reinforced boiler-plate firebox controls warpage.
- No exposed metal parts beneath the chimney to rust out.
- Perfect contact of air to all heating surfaces, and unobstructed flow of air removes heat faster and prevents metal from reaching deteriorating temperature.



Front view with part of masonry cut away.



Rear and side view — with part of outer metal lining cut away showing the inside lining of firebox. Arrows showing contact and flow of air to and over all heating surfaces.

KEY TO PHOTO AT LEFT:

3. Horizontal baffle plates which direct a large volume of air intake to the lower rear heating chamber and over the hottest of the metal.
4. Large air inlets at floor level.
5. Ribs individually die formed into the boiler plate add strength and neutralize expansion.
6. Location of rear cool air inlet.
7. Bottom view of air heating chambers.
8. Superheating, connecting round air passages through the throat.
9. Heat control damper has underslung poker friction control to regulate draft.
10. Smoke dome.
11. Side air passages from lower to upper heating chamber.
12. Inner lining of the throat.

DEALERS AND DISTRIBUTORS WRITE FOR COMPLETE INFORMATION

The HEATFORM proved by 27 years of use in homes all over America and advertised in nationally circulated magazines.

SUPERIOR FIREPLACE COMPANY

East of Mississippi River

West of Mississippi River

601-N NORTH POINT ROAD
BALTIMORE, MARYLAND

1708-C EAST 15TH ST
LOS ANGELES 21, CALIF.

also manufacturers of form dampers, fuel grates, ash dumps, cleanout doors and drupe screens.

WHY THIS STRONG GARAGE DOOR OPERATES EASILY

for Life!



Compare Strand's Outstanding Features:

- 1. EASY OPERATION**—Built for troublefree performance, Strand All-Steel Garage Doors won't warp, sag, swell or rot. A child can lift the Canopy Door; the Receding (track) Type rolls smoothly out of sight on ball bearing rollers.
- 2. STRONG AND DURABLE**—All-steel, electrically welded construction provides outstanding strength and durability for a lifetime of service. Galvannealing affords a hot galvanized zinc coat for rust protection, oven baked to provide a clinging base for paint.
- 3. SMART**, conservative design gives lasting attractive appearance. Galvannealed steel makes its good looks enduring.
- 4. INSTALLED QUICKER**—the strong Strand Canopy and Receding (track-type) Door comes with less crating to remove; it is already assembled in one piece; hardware also comes assembled; and installation is quickly and correctly made with ordinary tools.
- 5. LOW IN COST**—The result of volume production concentrated in one plant—standardization on two models. Strand is America's greatest garage door value.

You can get Strand Doors without waiting and without limit. Order today from your dealer—or mail the coupon, mentioning your dealer's name.

ALL STEEL GALVANNEALED • OVERHEAD • ONE PIECE

STRAND

GARAGE DOORS

TWO TYPES . . . RECEDING (TRACK) AND CANOPY



No Warping
or Swelling

Light Weight—No
Straining of Supports



No Sagging—
All Steel Construction



Dependable
Packaged Hardware



—produced by Strand
Building Products Co.,
a subsidiary of Detroit
Steel Products Co.



STRAND BUILDING PRODUCTS COMPANY
Dept. AB7, 1710 Buhl Bldg., Detroit 26, Mich.

Please rush literature with detailed descriptions of Strand all-steel Garage Doors.

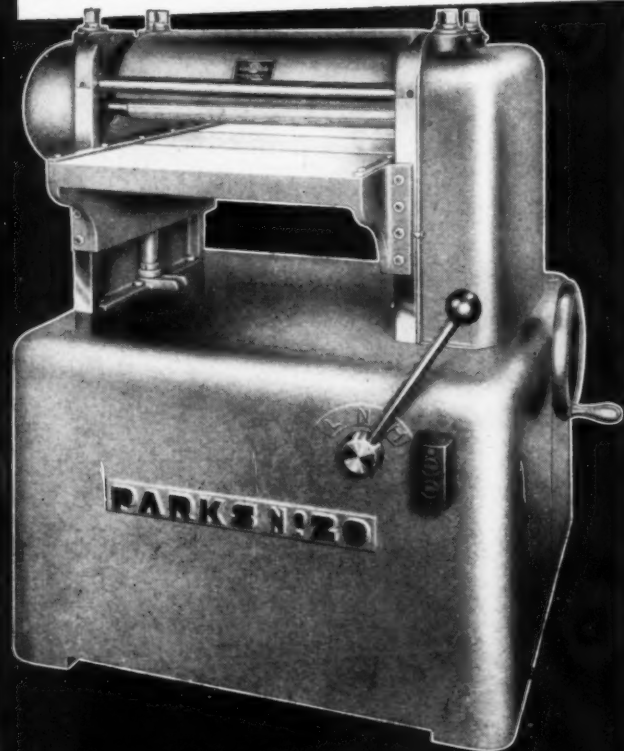
I am a () Builder, () Dealer, () Prospective Owner,
() Other

Name _____

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The Sensationally **NEW** Low-Priced



PARKS No. 20 20" PLANER

Here is a modernly designed, rugged, high-speed, low-priced planer that is ideally suited for every shop and industrial plant requiring a quality surfer. The Parks No. 20 Planer has a four-knife cutterhead with a speed of 3600 R.P.M. and offers two feed speeds—20 and 40 F.P.M., and 40 and 80 F.P.M. Write for complete descriptive literature.

PROMPT DELIVERY

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RILCO

RAFTERS and TRUSSES
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Commercial Construction

● Architects and builders find new values in modern Rilco construction for every type of commercial building. Engineered for dependable load bearing and great wind resistance, Rilco glued-laminated rafters and trusses are economical in cost and easy to erect.

The interior of a Rilco building needs no additional support of posts or braces. This fits the requirements of most hangars, warehouses, garages, skating rinks and recreational buildings.

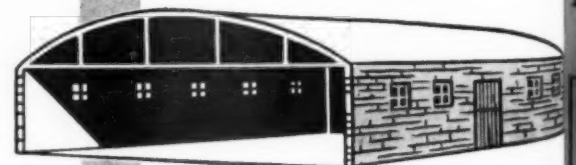
Investigate Rilco framing for modern, permanent, commercial construction. See your nearest Rilco representative, or write us for details.

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"Tell me **MORE** about this
New Blonde **KORINA**"



One eyeful of Korina tells you why this is a good wood which your customers want in their new or remodeled homes.

If you haven't feasted your eyes on this honey blonde newcomer to the line of Weldwood Hardwood Plywoods, hang on to your hat:

Here's coloring and a figure that rival *Prima Vera*; a figure that shows stripe and more than a hint of cross fire. Only Korina is cleaner, sounder, with flitches that run wider.

And, speaking of figures, Korina more than rivals *Prima Vera* in price — it's *about one third* less. Yet, remember, Korina offers all the popular Weldwood Plywood advantages that appeal to alert, style-conscious builders and home-buyers.

For present-day, high fashion finish effects,

Korina is a natural; rivalling hard-to-get comb-grain oak, for example.

Ample stocks are on hand in lumber yards everywhere and Korina will soon be going into fine homes. Give *your* jobs the sales advantage of this new beauty.

BRING YOURSELF UP TO DATE ON KORINA
Fill, clip and mail this coupon:



UNITED STATES PLYWOOD CORPORATION

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Gentlemen: I want to know *more* about your interesting new Weldwood Hardwood . . . KORINA.

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Weldwood Plywood and Mengel Flush Doors are products of

UNITED STATES PLYWOOD CORPORATION
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Distributing units in Baltimore, Boston, Brooklyn, Chicago, Cincinnati, Cleveland, Detroit, Fresno, High Point, Los Angeles, Milwaukee, Newark, New York, Oakland, Philadelphia, Pittsburgh, Rochester, San Francisco, Seattle. Also U. S.-Mengel Plywoods, Inc. distributing units in Atlanta, Dallas, Jacksonville, Louisville, New Orleans, Houston, St. Louis, Tampa. In Canada: United States Plywood of Canada, Limited, Toronto. Send inquiries to nearest point.

Weldwood* Hardwood Plywood
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Armorply* (metal-faced plywood)

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Firzite* *Reg. U. S. Pat. Off.



**Plastics and Wood
Welded for Good**

Weldwood Plywood is made in both Interior and Exterior types, the former bonded with extended urea resins and other approved bonding agents; the latter with phenol formaldehyde synthetic resin.

World's Largest Home Builder

Installs 4,000 *Tracy* Customized Kitchens



Levitt & Sons selected
the famous **TRACY SINKS** in Lifetime Stainless Steel
and these new, beautiful Tracy Kitchen Cabinets

for their revolutionary, low cost housing development in Levittown, Long Island, N. Y.

Four thousand Levittown houses will have kitchen sinks and cabinets identical with those in some of the costliest homes in America. The four thousand bathrooms, too, will be equipped with the new Tracy linen cabinets.

Tracy Customized Kitchens are built in a brand new plant especially designed to produce steel kitchens of custom quality on a mass production basis . . . built by master craftsmen to the high quality standards of the famous Tracy sinks in Lifetime Stainless Steel.

A Tracy sink is easier to clean . . . crack, chip, warp or rot . . . resists acids, heat and hard usage . . . a triumph of kitchen beauty. No wonder the largest home builder chose Tracy Customized Kitchens by the world's largest manufacturer of Stainless Steel Kitchens.



Tracy Manufacturing Company, Dept. AB 1, Pittsburgh 12, Pa.



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TRENDS

BUILDING MATERIAL — EQUIPMENT — APPLIANCES

Geographical Distribution of New Construction

STARTS of new homes this spring equalled, if not exceeded, the hopes of the public, building material producers, dealers and builders alike. Peak construction activity this year promises an early end to the housing shortage. In spite of shortages of mortgage money, Title VI financing, certain building materials and construction labor, the first four months showed starts of 257,000 new dwelling units, an increase of more than 25 per cent over 1947. Bureau of Labor Statistics reported 90,000 starts for April, and it is likely that starts for May will exceed 100,000, making an all time record for that month.

Builders in those areas where building is proceeding at a pre-war pace or not even keeping up with pre-war activity may tend to discredit these national statistics which show that construction is exceeding the highest year in history. Of the many factors related to markets for construction, not all are operative in particular areas and the influence of any factor varies from state to state and from region to region. Some of the factors in the relative construction volume among the states are population shifts, employment, income payments and construction costs.

New data has recently been made available by the Department of Commerce. It shows for the first time a break down of construction activity in each of the states of the nation.

Biggest gains since 1941 have been made by California, Texas and Florida in which one-third of residential building activity was concentrated in 1947. Oklahoma, Arkansas, Georgia, Louisiana, Massachusetts, New Jersey, New Mexico, South Carolina, South Dakota, and Virginia are also big gainers.

Fewer new homes were built in 1947 than in 1941 in the states of Connecticut, Maine, Maryland, Michigan, New York, North Dakota, Vermont, and the District of Columbia.

In contrast to peak building activity in the twenties which consisted, to a large extent, of apartment building in large cities, the present big volume is in single-family houses in small towns. These towns may or may not be in the metropolitan centers adjacent to large cities. Of 109 metropolitan districts, which include all the largest cities in the United States and their neighboring suburbs, 55

showed a decrease in residential building in 1947 as compared with 1941. According to Bureau of Labor Statistics, 600,000 (70 per cent) of the 849,000 dwelling units started in 1947 were built in towns of under 20,000 population.

Included in metropolitan districts where residential building has dropped spectacularly from 1941 are Allentown, Pa.; Bridgeport, Conn.; Charleston, W. Va.; Galveston, Texas; Harrisburg, Pa.; Hartford, Conn.; Mobile, Ala.; Norfolk, Va.; Philadelphia, Pa.; Portland, Me.; Providence, R.I.; Sacramento, Calif.; San Francisco, Calif.; Seattle, Wash.; South Bend, Ind.; Toledo, Ohio, and Washington, D.C. Some of these were war centers where large numbers of temporary buildings were erected and are now occupied by civilian workers. Many of the metropolitan districts which have had a downswing in construction are in states showing an increase. This fact is further evidence of the large amount of construction activity in scattered small towns.

Dependent upon the volume of new residential construction are new commercial, industrial, institutional and other building. Much of the residential building done in suburban areas requires new stores, public garages, service stations, office buildings, and amusement buildings. Also need-

ed are churches, schools, libraries and hospitals to serve the new residential communities. Thus, the present commercial and institutional building consists largely of small buildings.

Continued cost increases in construction materials and labor are expected. Prices of key building materials in the first quarter averaged about ten per cent above the same period for 1947. Recent freight rate increases are one underlying factor in raising material prices. After a brief decline, lumber prices have risen in recent weeks and are expected to remain at this level for several months. Increased wage scales are now effective for most building labor.

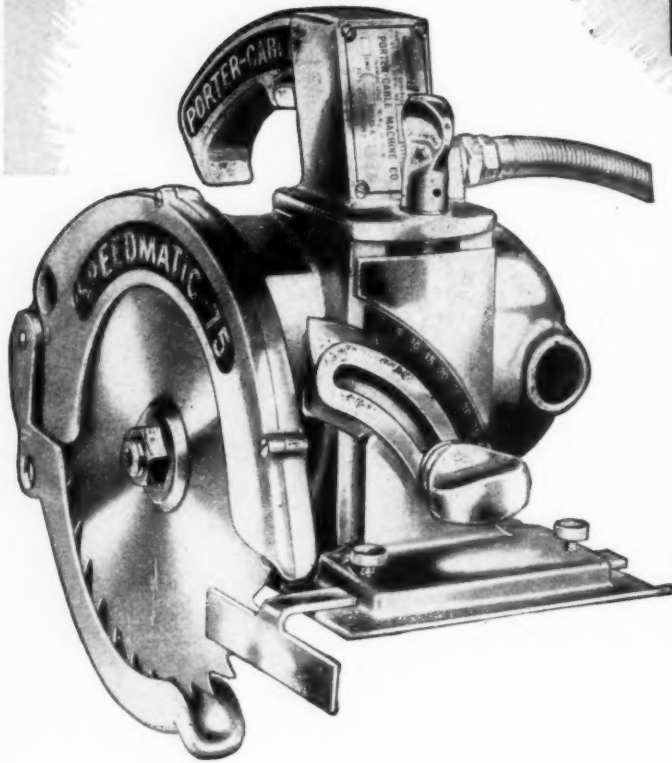
Physical production of building materials this March, according to the Department of Commerce, was about 6 per cent higher than last March. Production of gypsum board and lath was more than 50 per cent higher this March than in March 1947. Production of other materials in tight supply during a portion of 1947 (hardwood flooring, soft wood plywood, clay sewer pipe) also have recorded substantial increases over March 1947. Production of hardwood flooring was 52 per cent higher than in the previous March. Production of softwood plywood was 33 per cent higher, and production of clay sewer pipe, 12 per cent greater than in March, 1947.

Dwelling Units Started—1940 to 1947—By Geographic Distribution



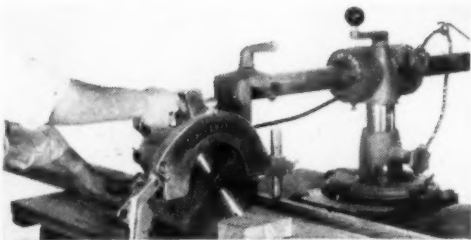
Source: Office of Domestic Commerce Construction Division

Needs **ONLY ONE HAND** Instead of **TWO!**



PORTER-CABLE *Speedmatic*

Does the work of an EXTRA CARPENTER!



Porter-Cable Radial Arm, firmly anchored to stand, increases Speedmatic utility.

• **FOR GREATER UTILITY**, just attach the **SPEEDMATIC** to a Porter-Cable Radial Arm. This rig has all the advantages of a parallel swing, mitre and rip saw. Permits angles, compound angles and other precise work on identically cut pieces. And you can always see the guide line.

■ Ask any 10 carpenters and 8 will tell you there's no saw like Speedmatic. It's light! Fast! Easy on the hand! You don't have to grab the **SPEEDMATIC** with two hands . . . and then wish you had another to hold the wood. Not **SPEEDMATIC!** It practically runs itself . . . straight to the line.

**NO
VEERING!**

**NO
TWISTING!**

**NO
TIPPING!**

AT ANY ANGLE, the **SPEEDMATIC** is always perfectly balanced because the handle is **above** the center of gravity. In any working position it's easy to guide.

With **SPEEDMATIC**, there's absolutely no "power reaction" on your wrist or arm. Helical gear drive accounts for that. And at the same time it delivers 11% more power to the saw blade.

SPEEDMATIC'S broad shoe permits steady rest. Prevents cramping. One hand holds it straight and true.

Speedmatic

Buy it today at your nearest hardware or supply house.

Or write direct for full details and varied uses.

**Puts More Speed—More Skill
In Any Man's Hand!**

PORTER-CABLE MACHINE CO., 1721-7 N. SALINA ST., SYRACUSE 8, N.Y.

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News, Views and Comments

On and Off the Record

BASEMENT ENTRANCES—The other day an irate home seeker pointed out that hardly any of the contemporary house plans provide outside entrances to basements, and wanted to know why. He said that a basement with only an inside stairway is useless as a store room for tools or as a workshop, and that as a recreation room it is a fire trap. He insists on outside basement entrances, and *American Builder* invites discussion.

FLOYD B. QUIGG—He publishes *Wood Industries Weekly* in Washington, usually knows what is going on in legislative circles and how to tell it. Accurately called the turn on disposition of T-E-W bill in the House.

GOAL IS SOCIALISM—Witnesses appearing before the House to testify in favor of S. 866 left no doubt about their ultimate aims. Witnesses demanded everything from replacement of two-thirds of the nation's houses at government expense if necessary, down to five times as many public housing units as called for in S. 866 to a guarantee to the public of free pork chops and housing.

GEORGE L. BLISS—He's president of the Century Federal Savings Assn., New York, and says, "Public housing was originally promoted for the laudable purpose of clearing the slums. Next it was urged to relieve war-induced housing shortages. More recently its sponsors advocate erecting public housing on vacant land. The latest wrinkle is a proposal for what is deceitfully termed 'unsubsidized' public housing for higher income groups." He then pointed out that there is no such thing as unsubsidized public housing.

PUBLIC HOUSING—It is built to rent for some fraction of its cost, and to bear less than its fair tax load. The deficit has to be made up by increasing the taxes of individual home owners.

OMNIBUS BILLS—S. 866 is a good example of this type of legislation, and like most omnibus bills, is written with the intention of keeping all factions happy or at worst only mildly hostile. Thus, an omnibus bill never reflects a clear cut policy, is always an unsatisfactory compromise, and

generally a snare and a delusion. No faction gets what it wants, and usually years of court action are required to get anything like clarification of what such a bill really means.

WHAT TO DO—Under our form of government there probably is no way to outlaw omnibus bills, but until they begin with a clear definition of economic and political policy, no one is likely to be happy about them.

VOICE OF HOPE—Samuel B. Pettingill says there IS a league of honest men, unorganized and scattered, and quotes the following from one of numerous letters he gets. "I am just a poor working cuss, but I know there is no Santa Claus and that in time a bucket will run dry. I am a veteran of World War I, A.E.F., and if Europe has anything that would improve our country, I don't know what it is. Our politicians are all trying to cater to different rackets at the same time."

PRESIDENTIAL CANDIDATES

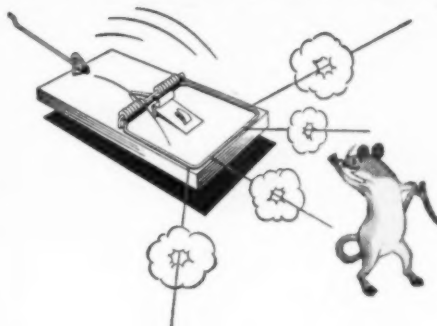
—Churchill rallied a staggering England to victory by promising nothing but blood, sweat and tears. It is interesting to speculate on how far a major party presidential candidate would get in 1948 by promising nothing but the right to work and sweat as the only guarantee of individual security. Chances are that among the several candidates, everything but that realistic promise will be made during the presidential race.

TIMING—It's too early for a candidate to be able to afford such a promise, just as 1939 was too early for Churchill. Sooner or later, however, the increasingly tangled economic structure will demand a candidate who will have to tell the public that their salvation lies only in hard work, and not in government paternalism.

NATIONAL HOME WEEK—In some cities it will be Home and Home Furnishings Week, because of the eagerness of home furnishing stores to completely equip one or more homes to be exhibited during the week.

BUILDING VOLUME—With 90,000 starts in April, 1948 is off to a bigger potential than 1947, in spite of critics who try to make the public believe that prices are unwarrantedly high.

Lots of people know



HOW IT FEELS TO BE A MOUSE

but it's SO-O-O unnecessary!

To avoid barked heels and pinched fingers, you don't need to sneak up on a screen door equipped with a Sargent Screen Door Closer. Nor, loaded with bundles, do you have to jump through quickly in order to avoid getting nipped in its snapping jaws. The Sargent Screen Door Closer closes the door surely, quickly and quietly. It brings the door to a close gradually with a final checking action at the point of closing to avoid slamming. A Built-In Shock Absorber prevents abrupt stop when the door is blown open, thereby saving hinges and closer from being torn off from door or casing. Sargent also makes both rim and mortise Screen Door Catches. Specify Sargent quality products and be assured of consumer satisfaction.



SARGENT

REG. U.S. PAT. OFF.

SARGENT & COMPANY

NEW HAVEN, CONN.

NEW YORK

CHICAGO



Don't get caught "up a tree"!

TO KEEP YOURSELF from being "out on a limb" later on, give home buyers what they want right now. Today the trend is to Electric Ranges.

Another million American families switched to Electric Cooking last year.

Conservative estimates indicate that this year at least a million more Electric Ranges will be installed.



This is a definite trend that cannot be ignored. Progressive builders recognize this trend. Electricity is a "must" in any house, and it's simple and economical to include wiring for an Electric Range leading to a range outlet in the kitchen at the time of construction. This is assurance that the houses you build are not only modern today, but will *stay* modern for years to come!

Electric Range Section, NATIONAL ELECTRICAL MANUFACTURERS ASSOCIATION, 155 East 44th Street, New York 17, N. Y.

A-B STOVES • ADMIRAL • CROSLEY • ESTATE HEATROLA • FRIGIDAIRE • GENERAL ELECTRIC
GIBSON • HOTPOINT • KELVINATOR • LEDO • MONARCH • NORGE
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Follow
the trend...

WIRE YOUR HOUSES
FOR ELECTRIC RANGES

Another 1,000,000 American families switched to Electric Cooking last year

SYMBOL OF ADEQUATE WIRING



LETTERS

Architectural styles

To the Editor: I would like to make a suggestion in reference to the blue prints usually in the middle of the magazine. The plans, elevations and sections consist almost entirely of modern rambling homes. While the trend is modern today, there are many who like colonial, or especially Cape Cod. I beg to suggest that the blue prints vary, using modern, colonial and Cape Cod alternately. I hope you will take this into consideration, and that with your approval we will see more of other types of architecture in future copies of the magazine. —ALBERT L. BROWN, 1422 Potomac Ave., S. E., Washington 3, D. C.

G. W. Miller to Rep. Wolcott

To the Editor: For the past ten years the writer has fought constantly against socialism and "stateism," and for the system of individual initiative. Now (May 10) we are witnessing an all-out attempt on the part of the public housing organizations, backed by all the left wing elements of the country to force through socialized housing in a presidential year. They seem to figure this is the year, and I firmly believe that if we turn them back now, the country will be wise enough in another four years not to give them another chance to destroy our system of government. The effort is so strong that we find the spectacle of public employees using the public's money and the public's time contacting people personally to persuade them to write or telegraph, and to permit their names to be used in influencing this legislation.

I have just received a letter from a Senator explaining why he voted for the T-E-W bill, and his reasoning would be funny if it were not so serious. Apparently, the people who are backing this socialized housing are doing it for reasons contrary to sound American principles. Voting in one moment billions to fight Communism, and voting billions for socialized housing the next moment would be considered insane anywhere except in Washington.

Every historic fact proves beyond question that socialized housing will kill private enterprise. The eventual outcome of socialized housing can only mean poorer and poorer housing for less and less people. Socialized housing destroys the initiative of those who produce houses, and makes political parasites and citizen prostitutes out of the occupants. I plead with you to investigate the background of every proponent of socialized housing. See who these people

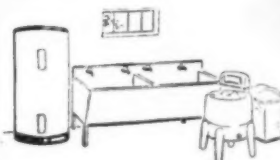
(Continued to page 60)

CLIMBING

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LETTERS

(Continued from page 59)

are, and what their purpose is before you give value to their testimony.

The same deceit that has caused the destruction of Europe is being employed in extreme measures in this attempt to force public housing on the people of America. I personally called several of the people in Detroit whose names were used to pressure the vote in the Senate, and these people did not know what the bill was about. One of them was a top official in a Detroit organization of executives. Be sure that the American people know the truth about public housing, and we need have no fear of the result.—GEORGE W. MILLER, Miller Homes, Inc., Detroit, Mich.

Building tiasco

To the Editor: On the termination of the war effort, I returned from the service with plans fully developed for the construction of a twenty-two unit rental housing group on land that I already owned. I was and I am prepared to finance such construction personally. I found that the local rental housing board had thoroughly messed things up and were following a policy discouraging such construction although rental units of a desirable kind are perhaps scarcer locally than elsewhere. While it is true that housing regulations do not cover new construction the fact is, however, that government "messaging" with rents generally has a most positive indirect effect and this, plus the ever constant threat of Congress to go directly into the building business, does not persuade me that conditions would be healthy for the individual. I have had direct personal experience as to this and here is a tip to those of you who are fighting such socialistic tendencies:

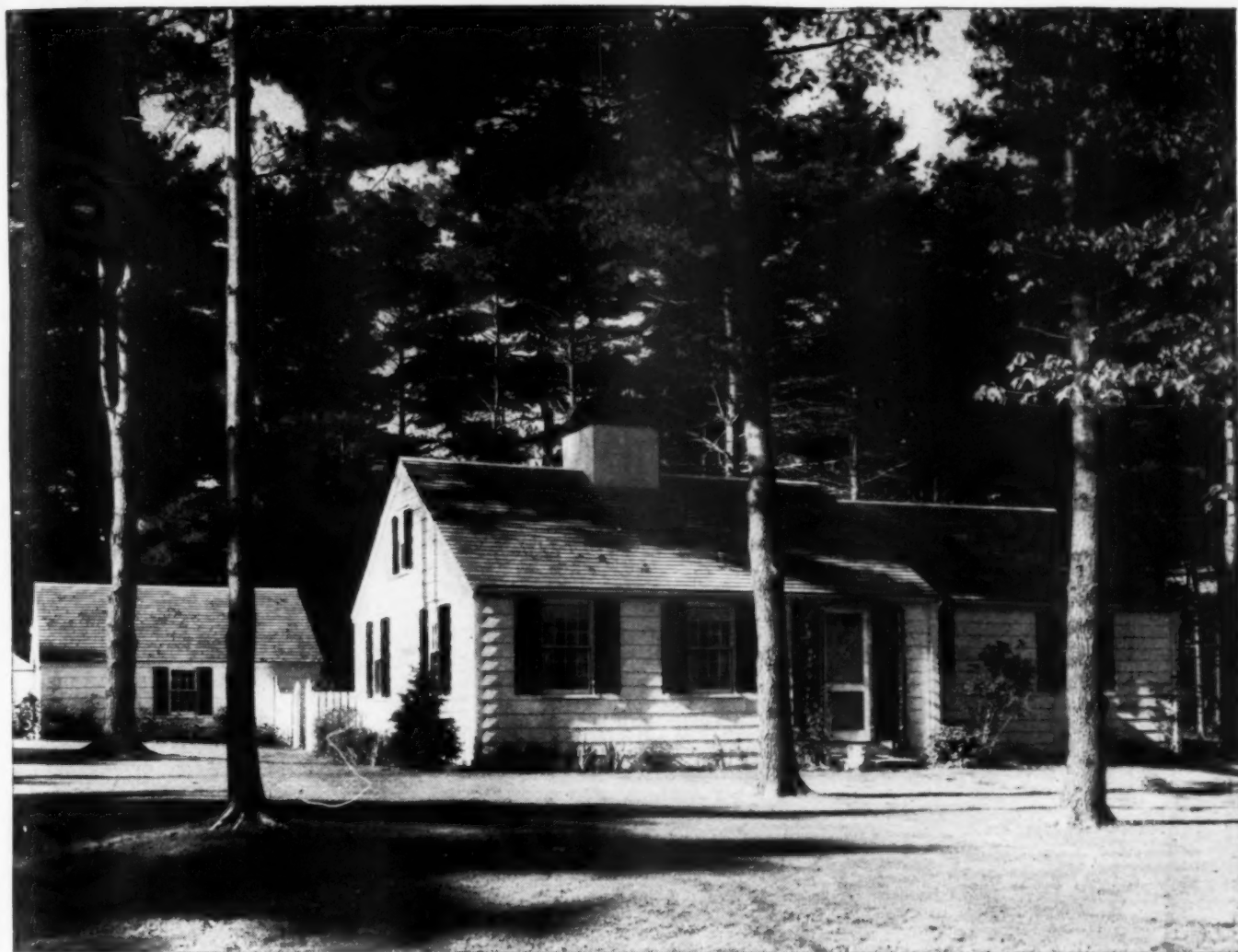
I was with T.V.A. at the time the Town of Norris was under construction and had first hand information as to all essential details. You will recall that originally this was a grandiose scheme to demonstrate how the government could build a whole new town of residential units to rent at a price well within the pocket-book of the little or the average man. It demonstrated no such thing. After some 175 units (I think it was) had been built at a cost in excess of ten millions of dollars and was operating at some half million dollars annually in excess of gross revenues from all sources and the whole scheme was rapidly approaching a scandal, I was directly commissioned by A. E. Morgan, Chairman of the Board, to make a survey and report to the Board. This report contained so much dyna-

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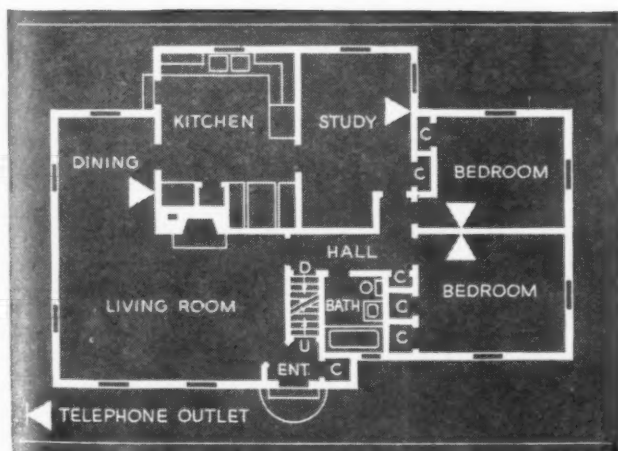
George R. Paul, Architect

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Installed during construction, telephone raceways cost little extra. In one-story homes without a basement, a few pieces of pipe or electrical tubing under the floor or above the ceiling will provide a clear path for telephone wires to outlet locations.

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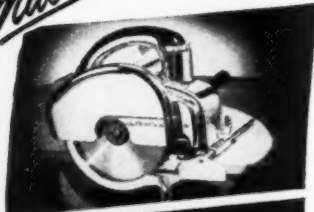


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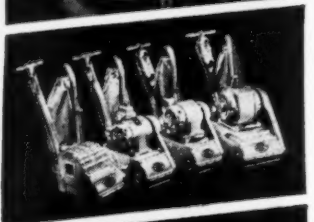
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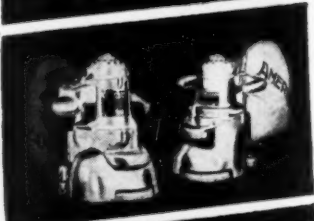
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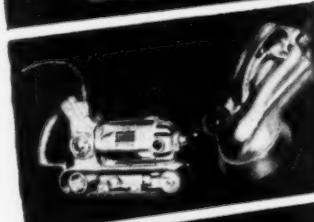
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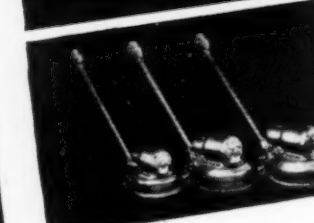
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LETTERS

(Continued from page 60)

mite that it was ultimately suppressed but T.V.A. from that time on abandoned the idea of building dream homes and dream towns.

I have just recently noticed the news account of the Town of Norris being offered for sale at something less than ten cents on the dollar cost. What a travesty on the American taxpaying public. If you publishers ever wanted a hand-made illustration of what a first class fiasco looks like when the government invades private enterprise you have what you want in the history of Norris.—L. L. CAMPBELL, Asheville, N. C.

Public housing

To the Editor: I am glad to have the article entitled "Public Housing Issue at White Heat." We fought a war to get rid of Hitler, who had all those Nazi ideas, and just why so many Americans want to do as Hitler did, is beyond my understanding. Give us again our free America.—IRA ROBY, Wabash, Ind.

Straus inaccurate

To the Editor: Nathan Straus's statement about \$15,000 houses is inaccurate, as is Catharine Bauer's statement in the Boston Herald of April 15, that "at no time could more than the top third on the basis of income afford to buy new houses," and Professor Adams' statement in the Boston Herald of April 20 quoting a commission report a third of a century old.

In answer to these misrepresentations of PRESENT conditions you might well give wide publicity to the very important publication, "Who Can Afford Our New Housing?" by the Construction Industry Information Committee for whom Miles Coleman is economic consultant. He is better known than Mr. Naubert, who does not explain his interest.

You might also count the number of houses selling for less than Straus's \$15,000 which have been published in your magazine alone in the past two years. NEW public housing for the lowest income group, paid for by taxpayers many of whom live in far less desirable OLD houses, is grossly unfair to the latter.—CHARLES W. KILLAM, Professor of Architecture, Harvard University, Emeritus, 51 Avon Hill St., Cambridge 40, Mass.

An appreciative reader

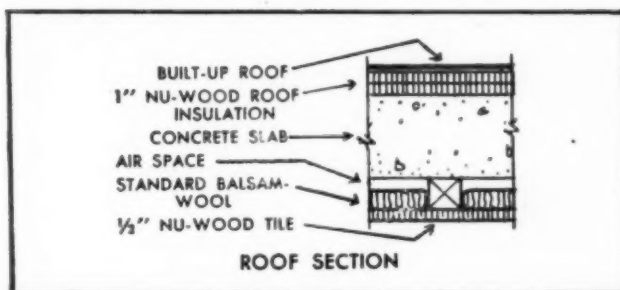
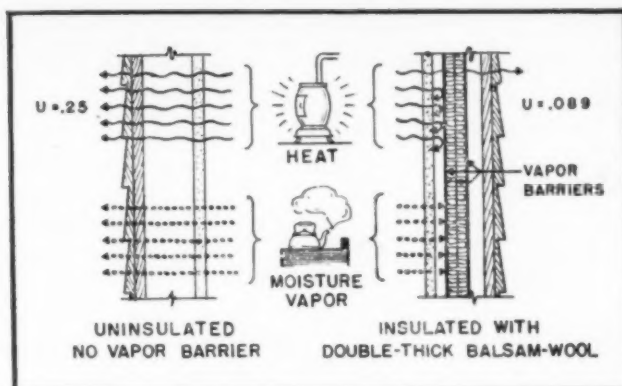
To the Editor: I desire to express my appreciation for the greatest building magazine in print, especially the editorials.—CHESTER B. DUVALL, 1724 East 70th St., Chicago 49, Ill.

How to deal with condensation..

Balsam-Wool has the answers!

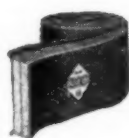
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This tag is now packed in every box of YALE front door hardware. Hang it on the front door of your new house to let the new home-owner know he is getting the best throughout.

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MONTHLY REVIEW

NEWS OF THE NATIONAL ASSOCIATION OF HOME BUILDERS AND AFFILIATED ASSOCIATIONS

Chicago Chapter Has Tribune Aid Promised for National Home Week

An energetic committee of the Chicago chapter of NAHB has enlisted the support of the powerful Chicago Tribune to publicize National Home Week in the Chicagoland area, not only during the week of September 5, but throughout the entire month. The



NATHAN MANILOW

newspaper will link the home building publicity to a home furnishings campaign previously planned for late in September.

Nathan I. Manilow, who was re-elected president of the Chicago chapter in May, envisions the planned promotion as the greatest public relations undertaking in the association's

history. At least 50 homes built by members will be furnished by various furniture and department stores for exhibition during September. The advertising staff of the Tribune already has about 30 stores who have agreed to furnish houses for builders.

Other houses will be shown unfurnished, some completed, some in various stages of construction. Newspaper, radio and other advertising media will focus attention on the exhibit homes during each weekend in the month.

The campaign will be a joint effort of the Chicago home builders and the Chicago Association of Retail Furniture Dealers, and will include advertising support from many manufacturers and suppliers of building materials and home furnishings.

The Chicago Home Builders Association committee is sparked by Philip Creedon, advertising manager for Edward Hines Lumber Co., who will advise on public relation aspects of the campaign. Detailed plans for continuous publicity are being worked out.

Other officers elected by the association are: vice presidents, Kimball Hill, A. O. Aldrich, Charles Joern and George Arquilla; secretary, Arthur A. Olson; treasurer, Irvin A. Blietz. Eddie Carr, NAHB past president, spoke at the installation banquet.

Locals Throughout Nation Get Behind Home Week Drive

Reports from local chapters of NAHB reveal that many of the affiliates are actively laying plans and carrying them out to insure the success of the first National Home Week from September 5 to September 11. The publicity wheels are rolling with the cooperation of newspapers, stores, banks and other agencies.

The Minneapolis chapter has appointed a special committee to promote National Home Week and expects that a model house, already under way, will be ready for exhibition. Dallas, Texas, plans participation also.

Committees have been named by the local chapters of Northern New Jersey, New Orleans, San Antonio, Kansas City, Fort Wayne, Ind., and Spokane.

Los Angeles reports National Home Week is to be "a major event here" and that good newspaper publicity has been received. The Detroit metropolitan chapter also tells of fine publicity, and so does Richmond, Va. Bridgeport and Hartford, Conn., announce they will also participate.

Briggs Heads Washington Home Week Committee

Vernon Briggs, Montgomery County builder, and Herbert MacMurray of the Washington Gas Light Co. are co-chairmen of the National Home Week committee for metropolitan Washing-



VERNON BRIGGS

ton. An effort is being made to get the Washington commissioners to issue a proclamation setting September 5-11 as National Home Week. Other members of the Washington committee are: Harry Boswell, Jr., T. Girard Lee, Don Gingery, A. Milton Talbert, George McIntosh, Dean Rathbun, D. G. Hayne, William Shannon, III, and Douglas C. Douglas.

Erie County Winds Up Home Show, Starts National Home Week Plans



GUESTS and members of the Erie County Home Builders Association home show committee at a banquet given at the home show opening to honor public officials

Immediately after finishing a successful home show, the Erie County, Pa., chapter of NAHB set about making National Home Week an event in its locality. A committee was appointed, including Gus Bertelsen, R. B. Way and Cyril Sullivan. Advertising managers and real estate editors of local

papers have promised cooperation. Radio station tie-ins are being arranged by Edward Lamb, Toledo.

A number of members expect to have homes ready for exhibition. Bertelson, H. E. Baughman, Floyd Andrus, Julius Schaaf and John Nies already are committed to do so.



Cortright's Column

By Frank W. Cortright

Executive Vice President, National Association of Home Builders of the United States

Each day thousands of new home owners move into brand-new houses. Many have never owned nor taken care of a house before; have little knowledge of all that went into construction of the house and what will happen to it structurally during the first few years. As it becomes seasoned through time and use, some will be surprised and some a bit disappointed.

I wonder how many of these thousands of new home owners each day have been taken through the house from cellar to attic by the builder or a fully-informed member of his staff. How many have been told exactly how the house was built, what may be expected of it and what care it will require? How many have been visited after a few months or a year by the builder?

I wonder how many builders have presented the new owner with a booklet attached to the key-ring—a message of goodwill, an explanation of the house's characteristics, instructions as to its care and a statement as to responsibility of both the builder and the owner in the matter of maintenance.

What other product is sold without such action by the producer? Not automobiles, refrigerators, radios, fountain pens or anything else of a mechanical nature! Why should a house, requiring the largest investment of a lifetime, a package of innumerable materials, services, appliances and equipment, be the exception to this rule of salesmanship and good will?

Part of the thrill of buying a new home is the fun of showing it off to one's friends. The satisfaction a buyer has in this very human pastime is immeasurably greater when the owner can speak fluently on his house's superior structural advantages, can point with pride to the excellence of its insulation, plumbing, heating—things beyond the obvious beauties of bathrooms and kitchens.

It may be argued, "My buyers should know that lumber expands and contracts with the weather—they should know that a paint job lasts only so long—they should know that settlement cracks are bound to occur here and there—they should know this equipment is guaranteed and these things are not." The fact is that most buyers do not know these things. It is the builder's job to explain the facts when the house is sold.

Builders of today are more aware of these things than in the past. As individuals and as local builders' associations, they are printing and distributing booklets describing the "breaking in period"; the nature, operation and maintenance of a house; and assuring the home purchaser that he has dealt with a reputable organization.

In a number of cities, home builders' organizations have prepared six and eight page booklets explaining all the important things about the new home. In Philadelphia, for example, the first page of the booklet states:

"The Home Builders Association of Philadelphia and Suburbs has prepared this booklet in order to furnish you with necessary information relative to the construction of homes and apartments by our members and in order to give you important information which you should have on the care and maintenance of your new home.

"The members of the Home Builders Association are reputable builders and you have chosen wisely when you decide to buy from a recognized HBA home builder. . . . There are approximately 3,200 component parts in a new home. The materials are the products of nature and the 3,200 parts have not been manufactured by the builder. As in the case of an automobile, a little care and common sense used in the 'breaking in' period will assure more satisfactory service and greater joy in ownership over the years. A general knowledge of the rules of proper maintenance and an understanding of materials is essential to this end."

Oklahoma City Blueprints Home Week Promotion Plan

Off to a fast start, the Oklahoma City Home Builders Association has developed as complete a plan for National Home Week as any reported. Everyone is being given a job, and plans for financing the promotion are not neglected.

Ben C. Wileman is chairman of the association public relations committee which will handle National Home Week promotion. Other members are Med Cashion, Jr., Col. Paul Brewer, Howard Tippin, Arthur E. Hatcher, Glenn Hoover, Felix Levy, Dewey Norvell, Jake Roberts and Vernon Downing. The committee is being split



BEN C. WILEMAN

into subcommittees on finance, publicity and display.

The Chamber of Commerce and the Junior Chamber of Commerce have promised active cooperation. So has the local newspaper.

Virtually all association members will have homes ready to show. The city will be split into four sections, one day of National Home Week being devoted to each section. Radio programs will tie-in and probably several of the interview-type programs will be arranged.

It has been suggested that the committee work out a budget of the cost of the promotion and allocate half to the builders. The other half would be solicited from other cooperating groups. These would include lumber dealers, home appliance firms, and furniture stores.

It is possible that various parts of the homes will be featured on the several days of National Home Week. Monday might be kitchen day; Tuesday, bathroom day, and so on. It is probable that a high school sorority will be asked to furnish a "Bobby-soxer" room and the Boy Scouts may furnish a typical boy's room.

Civic clubs, ladies' clubs, and churches will be asked to make home ownership the theme of their programs during the week. Mr. Wileman advanced the idea that a national contest might be developed with prizes for a high school essay contest on the subject of home ownership to arouse public interest.

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Wallace Johnson Heads Memphis Home Week Unit

Wallace E. Johnson, southern operative builder, is chairman of the committee named by the Home Builders Association of Memphis to publicize National Home Week in the Memphis and mid-south area. Assisting Johnson are Ben P. Dlugach and Frank Jemison.

While details have not been completed, the Memphis unit is enthusiastic over the promotion possibilities. Memphis responds to big promotions, as in the nationally known Cotton Carnival and Christmas Pageant. The association, incidentally, was represented



WALLACE JOHNSON

by a "lady-in-waiting" in this year's cotton carnival, Miss Norma Shelton, daughter of J. F. Shelton, an associate member of the association. The association, in compliment, held a pre-carnival dinner dance in May—the first absolutely social affair since its organization.

Seattle Chapter's Officers To Direct Promotion Personally

Officers and directors of the Seattle Master Builders, under the leadership of President V. O. Stringfellow, will serve as a National Home Week Committee. Newspapers and local organizations are being contacted to support the promotion. Among builder members who definitely will exhibit homes in September are Al Balch, O. M. Akers, Weldon Gwinn, Cosmos Building Co., F. R. McAlbee, S. H. Erickson, E. C. Swanson and others.

Opens Florida Home Show



LAWRENCE C. PEARCE, president of the Home Builders Association of Jacksonville, Fla., opens home show held recently. Thousands visited the show

Women Builders Invited to Form New NAHB Unit

Executive committee believes their accomplishments in industry warrant formal recognition



MRS. MOLLGAARD MRS. R. B. BUTLER

With so many competent women becoming operative builders, the NAHB Executive Committee has approved the establishment of a Women's Division, according to Frank Cortright, executive vice president. Accordingly, he would like the names of all women interested in joining the group. The first meeting is scheduled for October at which time the unit will be formally organized and officers selected. The date and place will be announced later.

Any active woman builder who is or wants to join NAHB is eligible to become a member. According to tentative plans, the Division is not to operate as an organization separate from NAHB but will function as an advisory committee. This is the procedure which has worked so successfully for the Women's Council of the National Association of Real Estate Boards.

Queried as to the usefulness of such an organization to women builders, Mrs.

R. B. Butler, prominent woman builder of Tulsa, Okla., and charter member of NAHB, said, "I heartily approve the formation of a Women's Division. It will afford women builders an opportunity to become better acquainted, and encourage them to attend the National Convention. It should build up interest among women nationally and thereby engender good will for the industry as a whole."

Mrs. Henny Mollgaard, youthful woman builder of Milwaukee, Wis., and an active member of her local NAHB chapter, to the same question replied, "Although women builders have always been welcome in this Association, forming this Division gives them additional prestige. I hope women builders will take advantage of this opportunity to become acquainted with each other. We should all be grateful to the Association for this formal recognition."

Marion County, Ind., Builders Plan Active Program for Fall Home Week

The Residential Builders of Marion County in the Indianapolis area have developed and are implementing a promotion program for National Home Week. Plans were worked out by a committee headed by Fred L. Palmer. Other members of the committee are Charles O. Grinslade, Dean Gaskill, Robert L. Mason, J. W. VanBriggle, C. E. Rogers and Elmer Meadley, executive secretary of the Marion County chapter.

Under the preliminary program, over 100 builders have been asked to have a home, finished or in process of construction, to display the week of September 5. A letter is being sent all local dealers in building materials, home equipment and appliances, advising them of the advertising possibilities and enlisting their cooperation. The Real Estate Board, Chamber of Commerce, Construction League and Home Show, Inc., have promised cooperation.

The value of home ownership will be emphasized through newspapers, radio talks and luncheon clubs.

Some form of contest will be planned in which the public can participate—possibly a home decorating contest for a medium-priced three-bedroom home.



FRED L. PALMER

The committee favors employing an experienced writer for publicity.

Floods Delay Portland Plans

The Portland Home Builders Association will put on a home show during National Home Week, but has been unable to make further plans because of the flood disaster. Trucks and cars of members did flood relief work in June.

Milwaukee Builders to Erect Whole Subdivision for September Exhibit



FRANK CORTRIGHT, NAHB executive vice president, left, and Roland J. Teske, center, new president of the Milwaukee Home Builders Association, chat with R. A. Lainey, retiring Milwaukee president, at installation meeting recently

A new slate of officers, just taking over the reins of the Milwaukee Home Builders Association, lost no time in developing concrete plans to make the week of September 5 a notable one in the Wisconsin city.

The association has bought a large plot from the municipality and subdivided it into 28 building lots. Members will erect homes on them to sell for \$12,900 or less.

The homes will be open to the public during National Home Week, being shown in various stages of construction. When completed at a later date, they will be on exhibition again.

It is probable that the houses will be furnished by the Wisconsin Retail Furniture Dealers Association. Details are being worked out.

Elton Schulz, newly elected vice president, is chairman of the "Parade of Homes" as the project has been called. Roland Teske is the new association president. Harris K. Evans is secretary-treasurer. New directors are Frank W. Beverly and Iver B. Strandberg. NAHB directors are James R. Baer and Frank Kirkpatrick.

Pittsburgh Area Builders Name Home Week Workers

The Home Builders Association of Allegheny County, Pa., in the Pittsburgh area, has named a National Home Week Committee. It includes Fred C. Cook of the Duquesne Light Co., Charles Keenan, Equitable Gas Co., and Robert D. Diedrich of Johns-Manville Sales Corp.

The chapter will have a booth in September at the Allegheny County Fair which draws a million and a half visitors. Press, radio, and other publicity is planned.

Cleveland Secures Support Of Newspapers, Magazines

Enthusiastic support of National Home Week in Cleveland by the press is a foregone conclusion. All local papers there have promised support, and their advertising departments already are at work on promotion.

In fact, with the announcement of the week, one paper expressed a desire to take an associate membership with the Cleveland chapter of NAHB, and another is considering it.

Initial publicity by the Cleveland Daily News, coupled the mayor's proclamation of National Home Week with a statement by Alex Bruscino, president of the Cleveland unit, and another by Jim Funaro, executive director, which pointed out that builders today are not using the archaic methods of construction of which they so often are accused.

Mr. Bruscino has appointed a committee to outline association members' participation in National Home Week. Both sale and rental properties, under construction and complete, will be shown to the public, including apartment projects being erected for veterans.

Library of Homes in Brooklyn Bank Brings Long Island Builders Dividends



VISITORS to the Dime Savings Bank in Brooklyn examine the Library of Homes exhibit set up at the bank by the Long Island Home Builders Institute

"Library of Homes" is a phrase copyrighted by the Long Island Home Builders Institute. It was one of the fruitful ideas of Otto Hartwig, executive secretary. He took the idea to the president of the Dime Savings Bank of Brooklyn. The result was filled with benefits for both the bank and the institute.

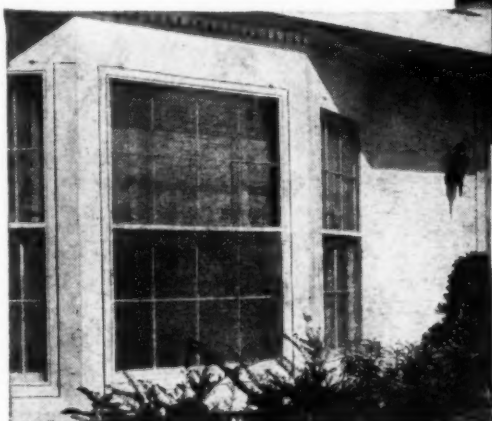
The Library of Homes is just a part of a permanent exhibit maintained in the bank to interest prospective new home buyers. It consists of a series of panels, arranged around the show room, with photos and floor plans on separate panels showing homes built by various members of the Long Island association. Several builders already

have had their projects visited by "lookers" who saw the panels at the bank on the opening of the exhibit.

George C. Johnson, president of Dime Savings, has planned an expenditure of over \$50,000 to advertise the home buyers' exhibit. The campaign was started with a large-sized advertisement in 16 New York and Long Island newspapers with support from direct mail, radio and 24 sheet billboards. Records show that the second week after the opening, over 4,600 persons had visited the exhibit, and 1,027 made inquiry by phone or mail.

This advertising costs the builders nothing but the effort and a pittance to prepare their panels to exhibit.

For outdoor metalwork



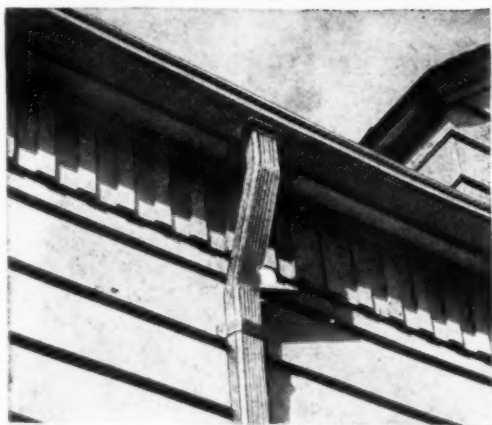
SCREENS: Home owners find stainless steel ideal for insect screens, because it won't rust or tarnish, and thus will not discolor adjoining painted surfaces.

THIS IS WHAT STAINLESS STEEL OFFERS YOU:

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| 1—it's unaffected by long exposure to weather | 4—easy to maintain... requires no protective coatings |
| 2—will neither rust nor peel | 5—won't stain adjoining surfaces |
| 3—so strong... a little goes a long way | 6—keeps its good looks year after year |

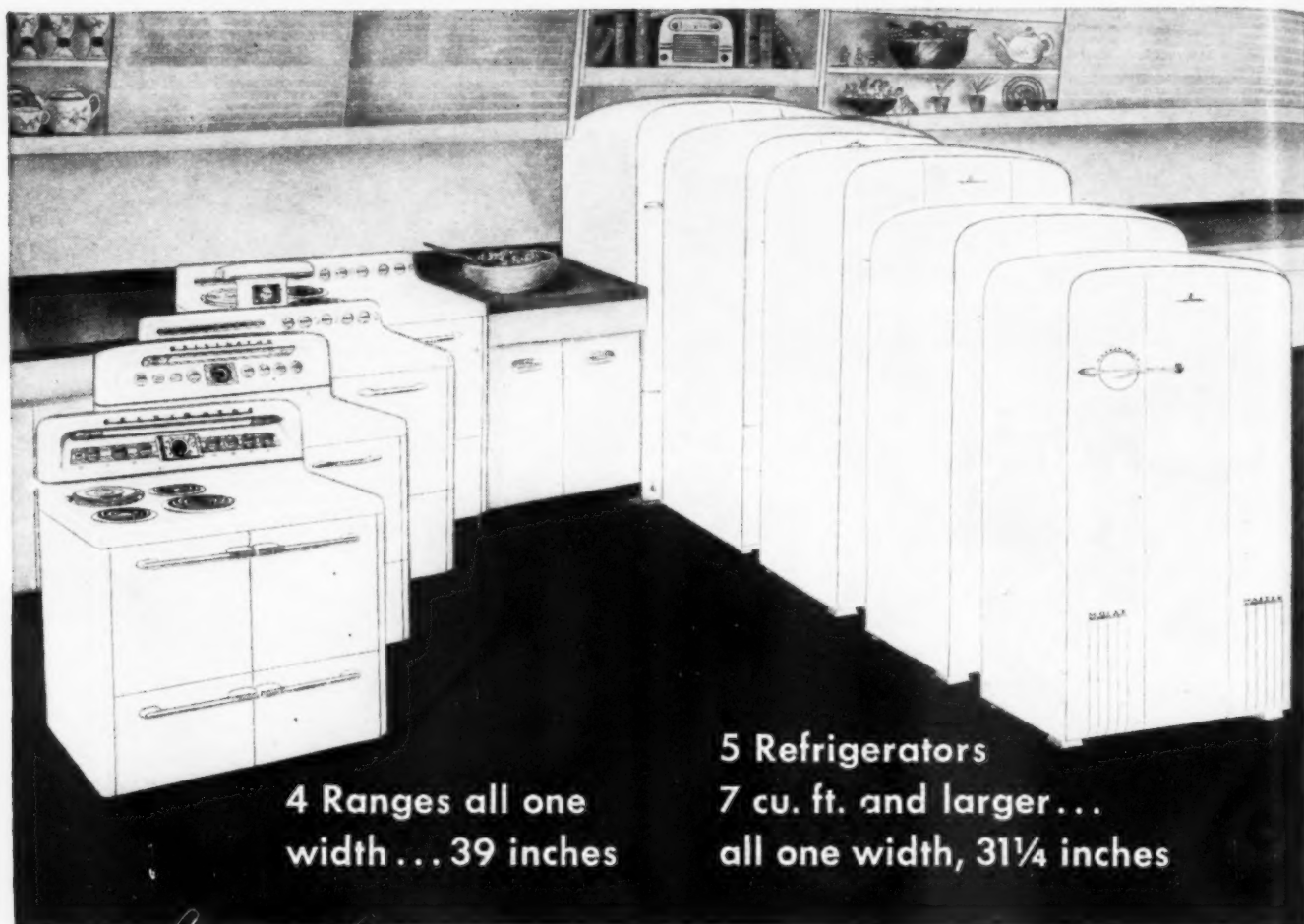
If you'd like to receive a monthly publication telling about the many uses of stainless steel, write to: Electro Metallurgical Company, Unit of Union Carbide and Carbon Corporation, 30 East 42nd Street, New York, 17, N. Y.

DOWNSPOUTS: Roof drains that will last forever—that's the dream stainless steel makes come true. The downspouts pictured here have been up 10 years.



you can't beat
**STAINLESS
STEEL!**





4 Ranges all one
width... 39 inches

5 Refrigerators
7 cu. ft. and larger...
all one width, 31¼ inches

***NOW!* EASIER KITCHEN PLANNING!**

Just pick your model by budget...
No need to change floor plans!

Now plan the easy Kelvinator way!

Choose from 5 new 1948 Refrigerators *all one width*... 4 new Ranges and a Home Freezer *all one width*. This gives your clients their choice of *any combination* of top-quality Kelvinators within their budgets... without a change in floor plans!

Only Kelvinator offers the flexibility of uniform widths for easier kitchen planning. And only Kelvinator features these amazing appliances! For the first time ever, a refrigerator with full, *Top-To-Bottom* refrigeration. The "Automatic Cook" Electric Range that cooks big meals *automatically*. The big 6 cu. ft. "Space-Saver" Home Freezer... a world of deluxe eating that insures smart savings on food!

***Kelvinator* — of Course!**



For Smaller Kitchens...

"Space-Saver" Package Gives Small Kitchens Big-Kitchen Advantages!

"Space-Saver" Refrigerator, only 24" wide, is full 6 cu. ft.—holds 50% more than the prewar model of identical outside dimensions. Companion range is only 21" wide—new design permits installation flush against wall. Stars a full-size oven... three new, Electric-Fast, tilt-up surface units—one 8", two 6". Kelvinator quality throughout.

For further information, write Kelvinator Division,
Nash-Kelvinator Corporation, Detroit, Michigan.

AMERICAN BUILDER

L D I T O R I A L

Survival Through Cooperation

NATIONAL HOME WEEK, beginning September 5, has found widespread endorsement locally among all components of the home building industry.

By early June, programs for the week were reaching completed form in over fifty cities, and preliminary plans were well advanced in scores of other cities and towns. Groups of builders, dealers in both building materials and home furnishings, financing institutions, realtors and others were quick to see the public relations and promotion opportunities afforded by all factors coming together to work as coordinated local teams.

Reports indicate that the programs being evolved for the observance of National Home Week by these local teams are being tailored in accordance with individual community needs and resources. Thus, the programs vary, and the fact that they do, is another proof of the well known fact that home building is a local business. Most, if not all of the programs, took form from the Outline of Operating Plan and supplementary suggestions from the NAHB office in Washington.

Probably no single local program will embody all of the suggestions, but there is no single community, no matter how large or how small it may be, that cannot draft from the suggestions a program of value to home owners, home buyers and home builders. In some cases the local associations or committees themselves are building demonstration homes to supplement those of builder members. In many cases, churches, youth organizations, service clubs, women's clubs and chambers of commerce are playing leading roles. In all cases the editors and business managers of local newspapers are cooperating.

The makeup of the committees proves another fact, that almost without exception there is a high potentiality for teamwork and cooperation at local levels, due to understanding and appreciation of the functions of the various factors and their dependency on each other. Without exception, all of the committees formed up to the first of June included representatives of all the local segments of the industry.

National Home Week will not be observed in every community in 1948. It is too much to expect that it would be the first year. It will, however, be observed in hundreds of cities and towns where some organized segment of the home building industry, or some individual trained in the value of publicity and aware of the public relations possibilities takes the initiative.

While the principal object of the week in those communities will be the accomplishment of a dramatic public relations and merchandising job for the local home building industry, much more than that will be achieved. At least as important as the avowed objective, will be a demonstration to the industry of what it can accomplish for itself and for the home buying and home owning public when it pools the resources of its autonomous segments in a cooperative effort. In addition to the great good that will accrue to the industry and the public locally, the activities of the week might go far toward establishing the pattern for a greatly needed industry study and advisory voice at regional and national levels.

Planning Kitchens for Today's



VARIOUS systems have been developed for planning kitchens and laying them out with actual scale models. At left are the "Min-A-Kitchen" Tenite plastic scale models of Youngstown Kitchens used by the firm in solving kitchen planning problems

BUILDING permanent value and sound sales appeal into kitchens for today's homes involves far more detail than any other room in the house. Economical achievement of beauty combined with efficiency is essential. It is essential because national publicity and advertising in consumer publications have educated housewives on the basic principles of the compact, scientifically-planned women's work centers now available. Today's housewife home purchaser knows that she walks the equivalent of travel from New York to Los Angeles every year in her own home. She wants to hold that travel to a minimum. She also knows that she will cook more than 57,000 meals in her lifetime—almost ten years cooking and cleaning up after meals in the kitchen.

The successful home builder also

knows these facts. He also knows that well-planned, well-equipped kitchens in the houses he builds can be one of his most powerful sales tools—another reason why it is essential he keeps abreast of current trends in installing efficient, attractive kitchens. When the location and layout of the kitchen and bathroom conform to the desires and theories of a prospective housewife home purchaser, she will do considerable compromising on other rooms in the house. A little more money and time invested by the home builder in planning and building his kitchens will be more than offset by savings in sales expense. This is proved by actual experience. An Eastern builder recently had several men working as salesmen on medium-priced houses. After a relatively short period of time, it was discovered that one salesman was selling more houses

than all the other men combined. A study of how this man operated proved that he was concentrating attention of prospective purchasers on kitchens in the houses. Because the builder had deliberately planned quality and efficiency in his kitchens, the salesman's technique insured interest of the women and proved a clincher in the deals.

The compact, attractive kitchens available today did not just happen. They evolved from countless hours of research, financed by numerous manufacturers and home economics agencies. The wide range of sizes and shapes that may be assembled from standard units are based on actual studies in time and motion. Certain definite types of arrangement of the various units have been developed. These fall within dimensional limitations which are followed by the suc-



KITCHENS that can be photographed before they are built are assembled by Hotpoint with scale models and special lights



WESTINGHOUSE offers kitchen planning service for builders and consumers with special "Visualizer Sheet" and other equipment

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Well-planned, well-equipped kitchens in every house constructed can be one of the home builder's most powerful tools for easy selling and for permanent owner satisfaction



LIKE other firms mentioned on these pages, as well as a number not mentioned, Kitchen Maid works with builders to help them in solving kitchen planning problems

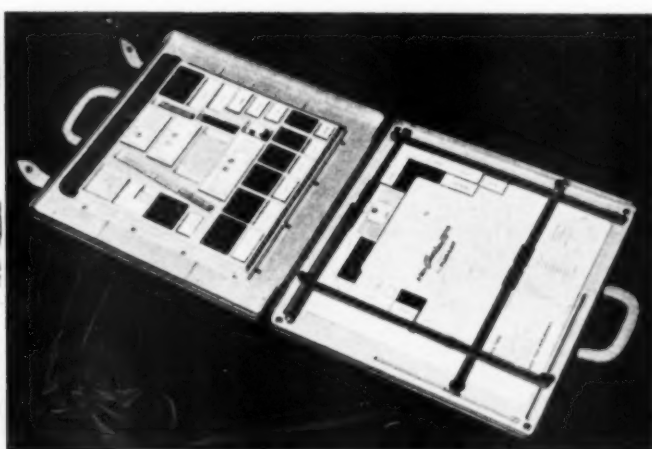
successful builder when he plans and builds his kitchens.

Actual inside wall measurements, the location of all doors and windows, rough plumbing and ventilation are factors which should be determined accurately in relation to equipment before construction starts, if the standard kitchen equipment now available is to fit into the room in an approved arrangement at the lowest possible installation cost. Many manufacturers of kitchen equipment as well as associations interested in kitchens, have comprehensive kitchen planning services available to help builders in planning their kitchens scientifically and economically. Since this service is available, builders can save themselves a great deal of time and expense by taking full advantage of these opportunities.

The basis for determining the cor-

rect amount of storage space necessary in a kitchen is the number of bedrooms in the house. One person per bedroom, plus an additional person for the master bedroom is con-

sidered normal occupancy. Studies have proved that six square feet of storage space in wall cabinets is required for each permanent resident of a house. To this must be added



GENERAL ELECTRIC has a special studio equipped with scale models and photographic equipment for showing planned kitchens **AMERICAN CENTRAL has developed the "Plan-A-Kit" to assist their representatives in scientifically planning kitchens on the site**



GENERAL ELECTRIC scale model kitchen worked out by changing original plan, shown at upper right, submitted by builder. A washer, shelves and work space were added

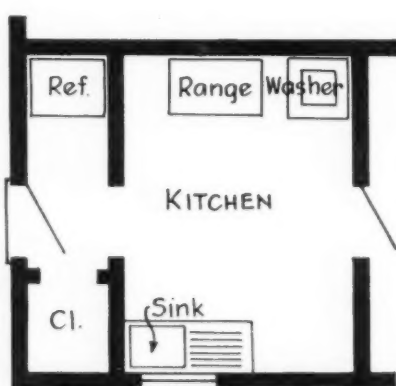
twelve square feet for entertaining and accumulation. Base cabinet storage is measured on a lineal foot basis. As a general rule, base cabinets should occupy all space beneath the wall cabinets not already occupied by the range, sink, refrigerator or dishwasher. If there is sufficient wall storage space, there will usually be adequate base storage. Thus, in a two-bedroom house there would be six square feet of wall cabinet space for each person or 18 square feet. This, plus the 12 feet for entertaining and accumulation, totals 30 square feet of wall cabinet storage space. In some cases window locations limit the amount of wall space available, although there would be plenty of base cabinet space. In such cases the difference should be made up by installing another wall cabinet, a tall shelf cabinet or a storage closet elsewhere in the room, without a base cabinet to correspond with such a unit. The correct balance of wall storage space above the counter is important because substandard space reduces efficiency, makes for poor housekeeping and is the bane of a woman's existence.

Size does not determine the efficiency of a kitchen. The arrangement of the three basic work centers—refrigerator, sink and range—plus the amount of counter space or work area between each of these units, gives the efficiency ratio. Work should flow in one direction with the starting point at the refrigerator. The sink and dish-

BY removing small partition in this kitchen, it was possible to make a compact, smooth-flowing arrangement of equipment with plenty of storage accessible to three work centers, and a breakfast nook. This is a GE Home Bureau revised plan

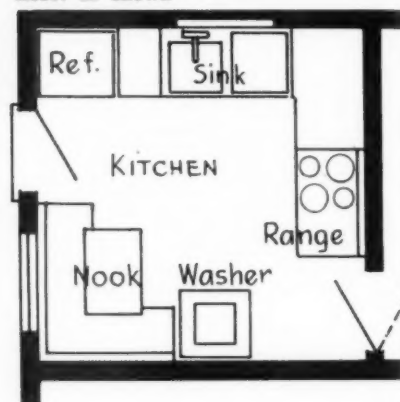
washer should be located between the refrigerator and range, with the range nearest the food-serving center. Doors to and from the kitchen should be so arranged that there is a minimum amount of traffic through the kitchen work areas.

There are four basic types of kitchen

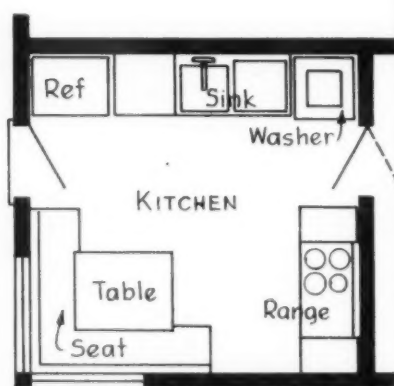


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DISCONNECTED arrangement was transformed into compact L-shaped kitchen by moving the inside door and eliminating the closet as shown



ens. These are the "U," "L," two-wall and one-wall. There are variations of the "U" and "L" types, plus what is known as an individual center, a combination of a "U" and "L." The orthodox "U" kitchen is the most efficient. By placing the sink on the center wall, preferably under a window,



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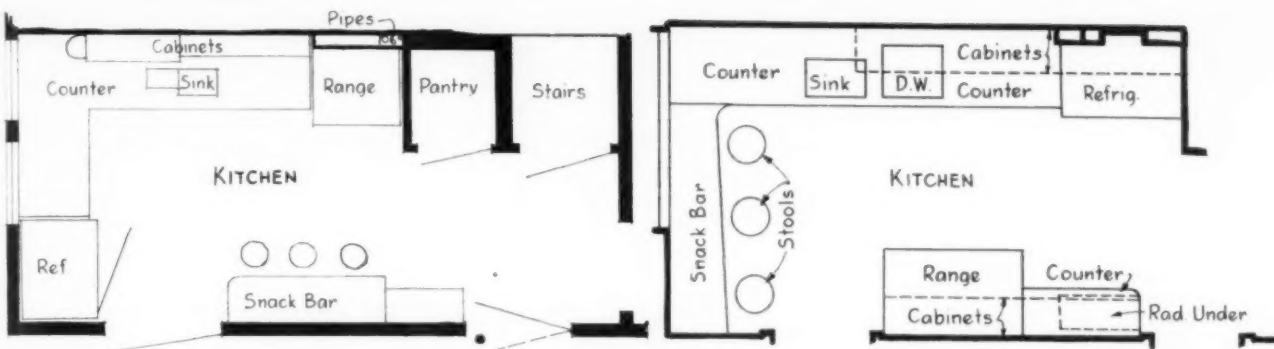
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THIS rough sketch of a proposed kitchen layout was submitted by a builder to the Westinghouse Better Homes Department for detailed planning. Solution to problem as worked out by Westinghouse is shown above. This is the type of work being done by a number of well-known manufacturers to assist builders in installing beautiful as well as efficient kitchens

steps are saved in working from one area to the other. This type kitchen also lends itself well to plans which include breakfast rooms, meal planning centers and extra cabinet space. Another advantage is that traffic does not flow through the working area.

The "L" shape is compact and efficient when storage, preparation and cooking centers are in correct sequence. The opposite two walls in such a kitchen are open for other uses.

The two-wall or corridor-type kitchen is desirable where breakfast nook and dining room are at opposite ends of the kitchen. Small houses and apartments frequently require this shape kitchen.

The one-wall installation consists of refrigerator, sink and range grouped with cabinets in a straight line. Such a layout is efficient for a small, compact kitchen.

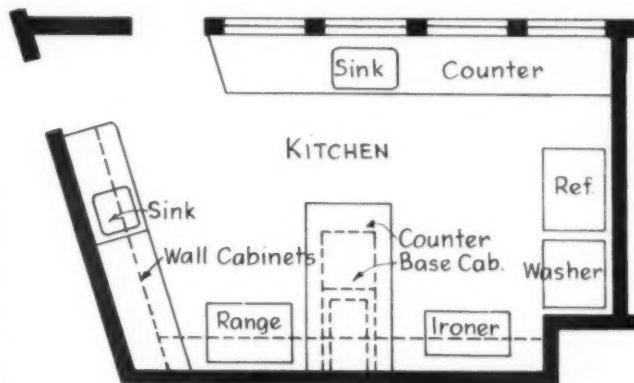
Actual practice and research studies have revealed there are definite maximum and minimum lengths for all counter areas. There should be not less than four and one-half nor more than five and one-half lineal feet of counter surface between the refrigerator and sink. There should be no less than three, nor more than four lineal feet between the sink and range.

There are variations and additions to the above basic principles. Snack bars are frequently extended out from the wall into the kitchen or at the end of an installation. Added touches here are rounded corners to provide a radius counter top and base end shelves. In large kitchens, islands are sometimes used to save steps. These are assembled by backing base cabinets against each other and covering with a one-piece top.

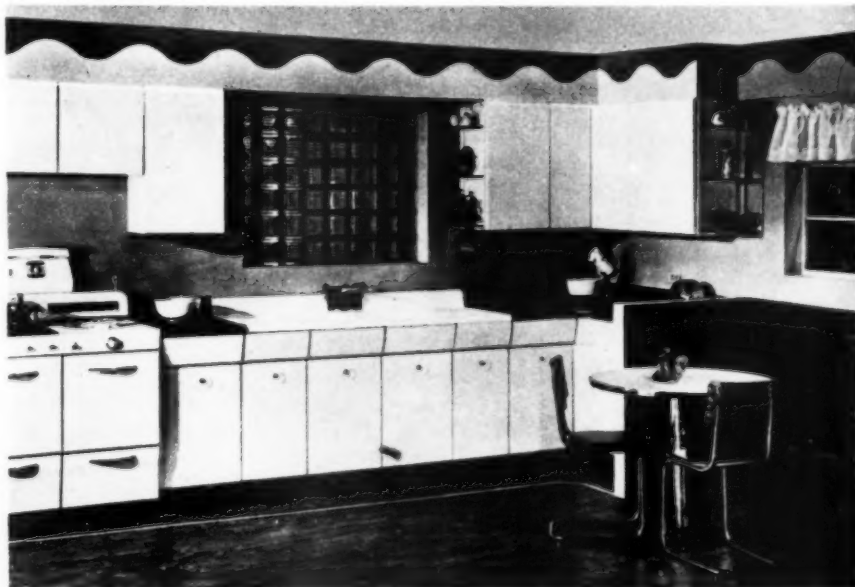
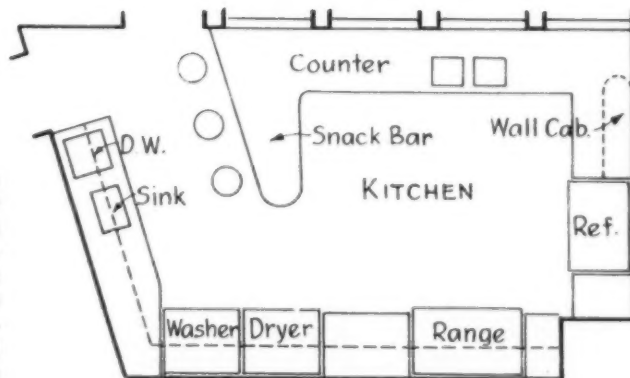
A clearance of 18 inches is consid-

THE combined thinking of 10,000 women was incorporated in the new American Central kitchens. Data was obtained by questionnaire and the information used as basis for design. This is another example of service kitchen equipment manufacturers offer the nation's home builders

ANOTHER of the typical kitchen planning problems submitted to Westinghouse. Note that suggested counter projecting into the room was placed at angle on opposite side



MOVING the range closer to the other basic work centers improved on original plan. Large glass areas above the sink made it necessary to place wall cabinets on other side



ered desirable between the counter surface and bottom of wall cabinets. Base cabinets are 36 inches high to correspond with the established height of ranges and sinks. Wall cabinets located over the range should have a clearance of 22 inches above that unit for best results.

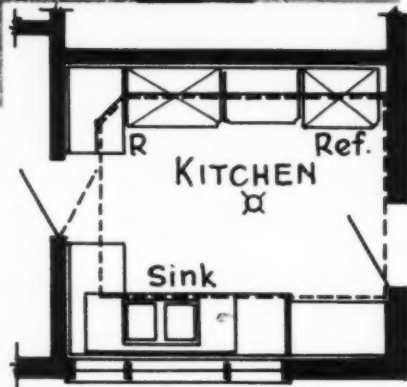
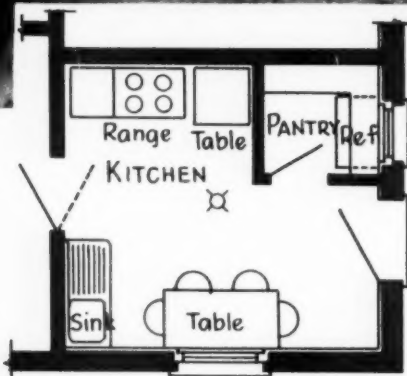
Doors and windows should always be located in relation to corners of rooms and equipment to be installed. Major appliances and cabinets are from 24 inches to 28 inches in depth. To clear such equipment a door opening should be not less than 30 inches from the corner. In cases where a range is adjacent to a door, a clearance of 48 inches is desirable. The distance between a window opening and a corner should be a minimum of 15 inches because standard flat wall cabinets are about 13 inches in depth. If this clearance is allowed, wall cabinets can be installed all the way to the corner. Because backsplashes vary from about 3 inches to 8 inches in height, placed above the 36-inch high base cabinets, the underside of window sills should be not less than 44 inches from the floor to provide enough space for the backsplashes.

Provision should always be made for an adequate supply of hot water at the correct temperatures, as well as for good lighting, adequate wiring, electric outlets and proper ventilation.

Good kitchen planning goes farther than the basic layout of work areas and equipment. Because a woman spends so much of her time in the kitchen, it is desirable for the builder who would appeal to her desires to have the room bright and cheerful as well as functional. Open shelves for pottery or plants and large window areas, especially over the sink when a good view is available, always add a cheerful note and have strong appeal to the prospective housewife purchaser.

The modern kitchen should always be planned as closely as possible to fill the anticipated needs of the family that is to use it. Providing space for extra-curricular activities where possible is important. Such areas consist of breakfast nooks, snack bars, children's play areas, space for ironing or sewing, laundry facilities, and work desks. Higher building costs, elimination of basements and compact room planning make it essential that the greatest utilization of space be achieved.

THE fluorescent lighting in this kitchen was designed by Sylvania Electric Products, Inc., and is an example of shadowless appearance which can be achieved



THE American Gas Association and member companies have kitchen planning services for home builders. Photograph above shows a kitchen planned by Home Planning Bureau of Peoples Gas Light & Coke Co., Chicago. Original plan as submitted, shown at left, was changed to include a much larger window area, and the sink moved under the window. The range and refrigerator were left on opposite wall, although small pantry was entirely eliminated





THE house plan at left was submitted to the GE Home Bureau for kitchen detailing before construction was started. Note how the dining room was moved to create a more open plan and better utilize space. Major changes in house plans such as this are not the general rule. Usually minor changes in plans are sufficient

The Kitchen and Its Relation To the Complete House Plan

MODERN kitchen equipment cannot be considered as furniture. Like plumbing, but unlike furniture, it is an integral part of a house. Without kitchen equipment the house cannot satisfy the requirements of its occupants as a residence, and once kitchen equipment is installed, it cannot be moved about the room except at considerable expense and disruption of normal activities.

To assure good appearance, as well as efficiency, plans for the interior of the kitchen with appliances and cabinets properly located, should be drawn at the time the complete house plans are prepared. By following this plan, adequate wiring, plumbing and gas line connections can be installed in proper sizes and in satisfactory locations much more cheaply than if brought in after construction is partially or wholly past the wiring and plumbing stages. By planning placement of all kitchen equipment at the

time the house is planned, extra space may be discovered for such uses as laundry facilities, breakfast nooks, sewing areas, or children's play areas.

Another important factor here is the location of openings. Doors and windows can be placed in the exact location for maximum efficiency and convenience by advance planning of kitchen equipment placement. A door which swings the wrong way or is misplaced six inches or a foot can throw a whole kitchen out of balance.

Most important of all, however, is determination of the exact inside dimensions of the kitchen and standard equipment in proper locations so all will fit exactly with no odd spaces or corners which call for fillers.

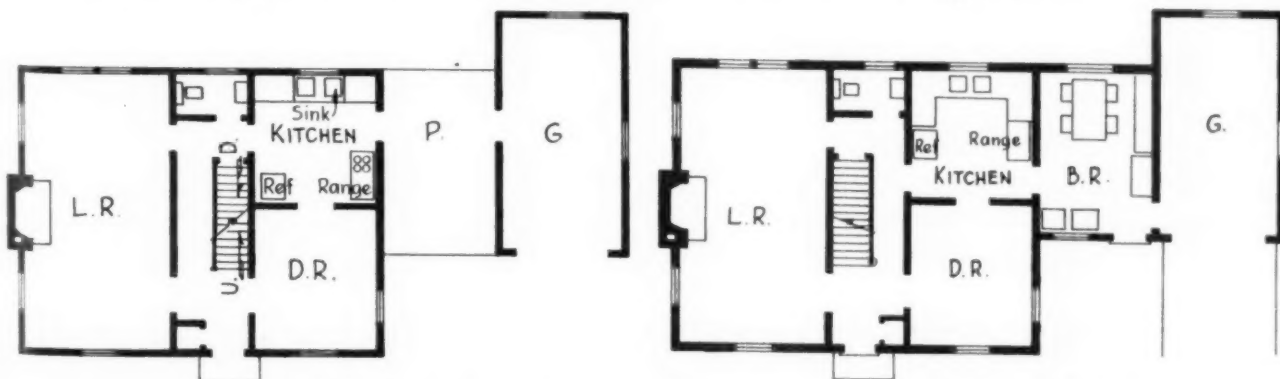
Planning a kitchen beforehand also permits the builder to include major appliances in the initial cost of the house and in most areas, to finance them with the mortgage. This entails no extra cost to the builder. It means

extra profits plus a more complete home to offer to prospective purchasers.

Many manufacturers of kitchen equipment have comprehensive kitchen planning facilities to help builders produce beautiful and efficient kitchens in their houses. These manufacturer facilities are handled by personnel who specialize in kitchen planning.

The plans shown on this page typify the job being done in many instances. Both these were handled by the General Electric Home Bureau. The plan at the top of the page was a one-wall and breakfast-nook kitchen broken up by doorways with the refrigerator isolated in one corner. By making a structural change in the stairs, necessitating changes in the floor plans of the basement and second story as well as the first, a more open plan was achieved.

In the plan at the bottom of the page, it was necessary to move the stairway to the left side of the entrance hall. The doorways from the kitchen to the hall and to the breezeway were moved to create an efficient U-shaped kitchen.



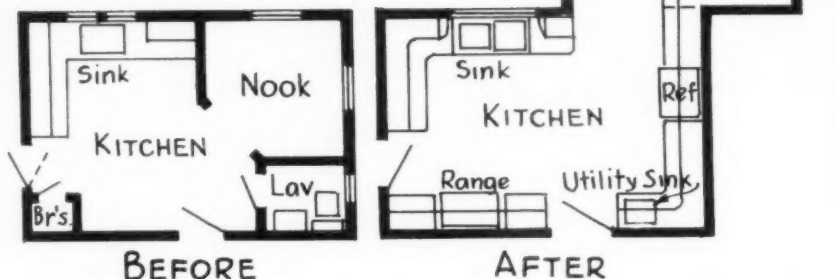
ANOTHER plan revised by the GE Home Bureau. Here the stairway was moved and doorways relocated to create a U-shaped kitchen. The breezeway was eliminated entirely and that space devoted to a breakfast room and laundry

Kitchen REMODELING Offers Builders Big Opportunities



REMODELING of old kitchens and the installation of new equipment are factors not to be discounted in current or future market potentialities. The equipment in a kitchen and its arrangement usually date a house and women are as prone to keep their kitchens up to date as they are to change the lengths of their dresses with style trends. When a kitchen in an old home is remodeled and re-equipped, the same serious, detailed planning should go into that job that goes into a similar kitchen designed for a new home.

Complete kitchen remodeling jobs are usually inspired by the need for new major appliances which have worn out and also gone out of style. Frequently at the same time appliances need replacement, cabinets and other components of the kitchen are somewhat the worse for wear and also need replacement. In such cases, it is



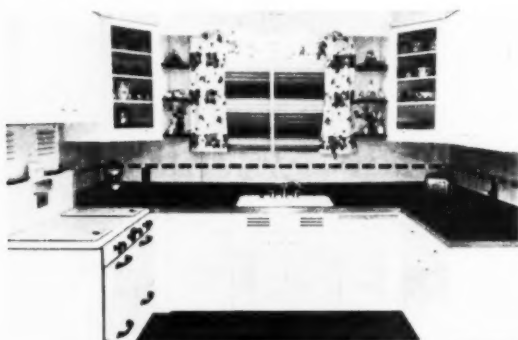
THE "New Freedom" gas kitchen above is an expansion of an outdated work area in an existing home. Floor plans show how space was used to not only arrange equipment for efficiency, but also to add a good-sized breakfast nook. Plans for this extensive modernization project were worked out for owner by kitchen planning department of Michigan Consolidated Gas Co. in Grand Rapids

Two "New Freedom" Gas Kitchens

considerably cheaper to complete the entire job in one undertaking and thus deliver a brand new kitchen to the home owner. Mortgage holders will, as a rule, extend or enlarge mortgages for such remodeling purposes

so that the builder or dealer who specializes in such work can not only deliver a complete new remodeled kitchen package but also get the job satisfactorily financed.

When structural changes in kitchen



WHAT IS A NEW FREEDOM GAS KITCHEN?

To qualify for award of an engraved certificate designating any kitchen as a "New Freedom Gas Kitchen," it must:

1. Be scientifically planned;
2. Contain an automatic gas range built to CP requirements;
3. Contain an automatic gas refrigerator;
4. Must be serviced by an automatic quick-recovery gas water heater.

Awards are made by the American Gas Association and the Gas Appliance Manufacturers Association.



THE Alabama Gas Company's planning service in Birmingham designed this "New Freedom" gas kitchen. The before and after photographs and floor plans show how equipment and appliances were renewed and rearranged

ens are desirable, such as moving or enlarging windows or doors, the builder who follows the sound policy of planning such changes around the equipment to be installed in the kitchen will achieve a much better combination of beauty and efficiency for the home owner. The importance of good lighting, adequate wiring and plumbing facilities should never be discounted in remodeling.

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Victorian Kitchen Goes All-Electric

ORIGINALLY a large Victorian kitchen, this room was remodeled into a combination kitchen and laundry utilizing all excess space. The new room designed by Hotpoint, Inc.

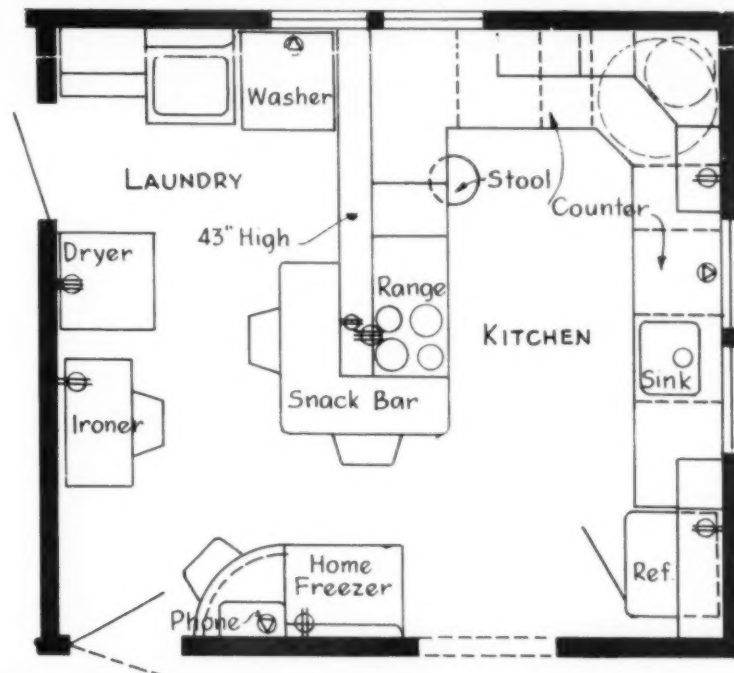
Equipment includes an automatic electric range, electric eight-cubic foot refrigerator, completely automatic dishwasher sink with food waste disposal unit, and a home freezer capable of freezing and storing 140 pounds of food. Sufficient wall and base cabinets provide storage space for all utensils and cooking supplies. Revolving shelves were built into corner cabinets, utilizing 90 per cent of the space that otherwise would have been inaccessible.

The laundry includes an automatic washer, dryer, flatplate ironer, and sink, plus sorting counter and adequate storage space for soiled clothes, clothes baskets and soap. An island partition and snack bar partially separate kitchen from laundry, and in addition to providing seating area, create extra wall space for the range. The floor was strengthened here by placing several 6x6 uprights under the beams. Wiring for the range was brought up through the middle of the floor at the partition. All major equipment was wired on separate, heavy-duty circuits. An 82-gallon automatic electric water heater was installed in the basement to supply hot water for the automatic laundering appliances. A vent fan over the range discharging through the ceiling provides ventilation.

IN ADDITION to instructions shown on this plan, dining room door was changed to a swinging unit; entry door was rehung to swing out and radiator in corner was replaced by new one under counter



LIGHTING facilities in this remodeled kitchen include a central fixture that supplies over-all lighting, with additional soffit units over the sink and mixing areas. Double windows on both the southern and eastern exposures give pleasant natural lighting



THE old sink was replaced by an automatic electric dishwasher sink and food waste disposal unit, installed in the same location to avoid moving plumbing and to take full advantage of natural light and ventilation from the windows



THIS kitchen was planned in accordance with new principles developed in an extensive research study conducted by one manufacturer. Note that range is between the sink and refrigerator

Time and Motion Studies Develop New Concepts in Planning

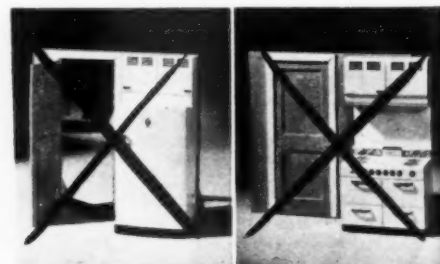
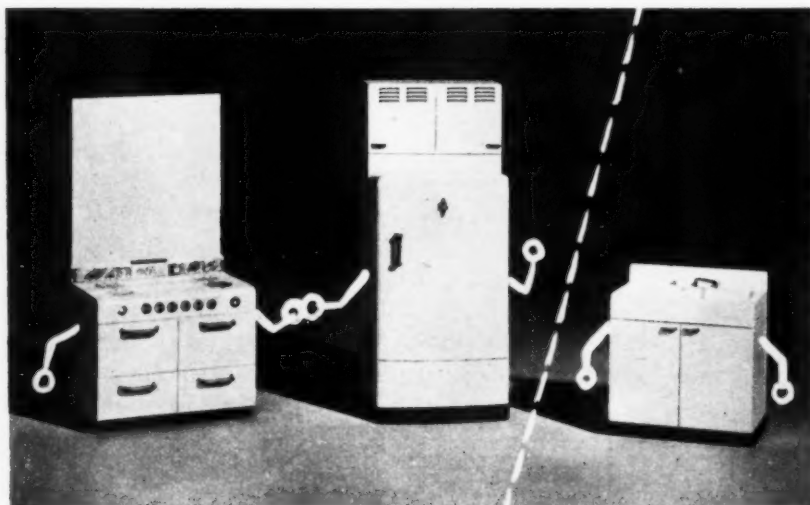
A RECENT example of the kind of research which is being done in the kitchen field is exemplified in the work of the Homemaker's Institute at Evansville, Ind., which is sponsored by Servel Inc. In doing the work at Servel, members of the Homemaker's Institute research staff started at grass roots. They made every effort to eliminate all previous conceptions by dropping all theories except the bare essential fact that a kitchen contains three appliances . . . a sink, range, and refrigerator as well as some work and storage space. Then they set out to prepare a week's meals for each season of the year or 84

meals involving all the usual problems.

During the course of preparation, serving, and cleanup every movement was recorded and when the tests were all completed they had come up with some very different observations than had ever been made before. In fact, so different that the tests were repeated a number of times just to make sure that the results were authentic!

One of the first things they determined was just how much work and storage space should be coupled to each appliance to make an efficient minimum work center . . . and this is an important fact for any builder to keep in mind. They found that

there should be a minimum of 36 inches of work and storage space by the refrigerator, 18 inches by the range, and 36 inches of work space by the sink with 18 inches of this work space on each side of the sink bowl. Eighteen inches of storage space, however, was all that was found needed in this appliance unit; thus storage space could be under one side of sink work area while the other work area might well be part of a dead corner. These amounts were determined by finding out the place where food and utensils should be stored at the point of first use. In fact the results showed that during the



ONE of the principles developed by this extensive study is that the range and refrigerator should be near each other. The study also revealed that it is not important that the refrigerator be adjacent to the dining room entrance. The photographs at left and above illustrate these newly revealed principles

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preparation of their 84 meals, the experts had used food and tools first at the sink 1,057 times, at the range 801 times, and at the refrigerator 2,806.

One of the next results which the researchers uncovered and one which is important for a builder to consider is the point that the range unit and refrigerator unit should be kept as close together as possible. The largest number of trips are involved in the preparation of a meal. And they found in their work that of the 1,230 trips made between appliances during meal preparation more than half were between the range and refrigerator.

The researchers found that ideally all doors in the kitchen should be combined into one area, but doors are seldom easy to eliminate or group just as desired, so falling back on their trip calculations the research staff came up with certain observations to guide the builder in making his kitchens as close to ideal as possible.

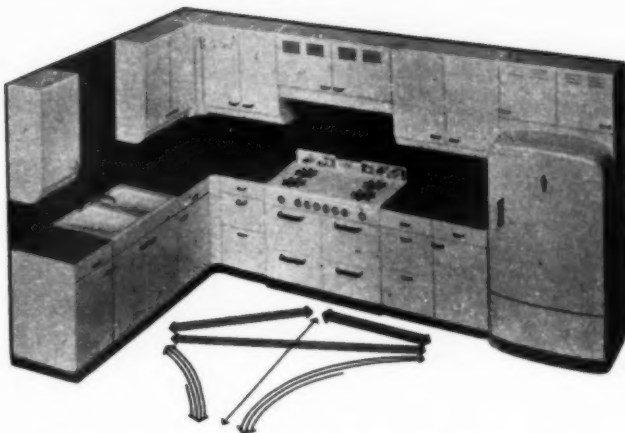
First, it was in this respect that some older ideas on kitchen planning were disproved. There is no validity in the idea that the refrigerator should be near the outside door or that the range should be placed at the dining-room door.

What they did prove was that by actual count more trips are made from the dining room to the kitchen during cleanup than there are made to serve a meal, so logically the door to the dining area should be between the sink and refrigerator unit. If this is not possible, the sink at least should be close to the dining area door.

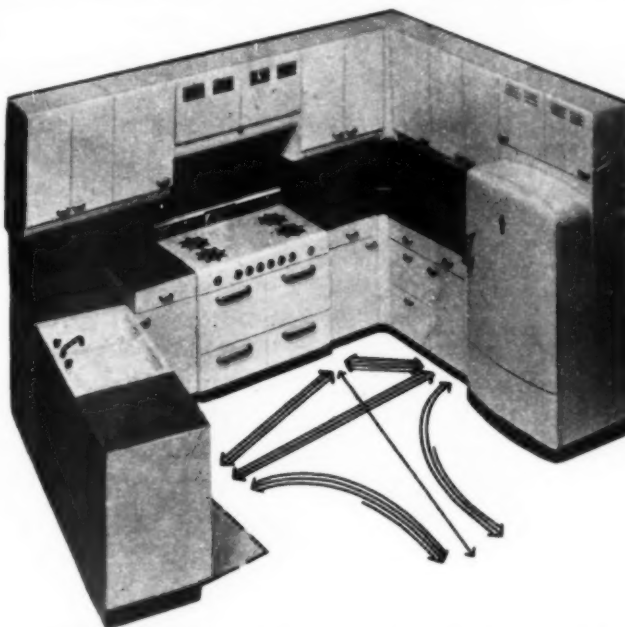
As far as the outside door is concerned, the sink unit again plays an important part. For, in performing the acts in bringing in food from the store and disposing of garbage and milk bottles during kitchen cleanup, the sink is the most used appliance unit. This might appear confusing in that the sink unit is important to both the dining room door and the outside door. The need, however, is much greater at the dining area so unless the door areas fall in such manner as to allow the placement of the sink near both doorways, the important thing is to place it near the dining room door with a clear passage planned to the outside door.

The full report as prepared by the research staff at Servel contains many more ideas which are of major importance. The interesting thing about this sort of kitchen planning is the fact that it doesn't cost the builder a nickel more to turn out a well-planned work unit than some of the ill-considered kitchens which have been offered in the past.

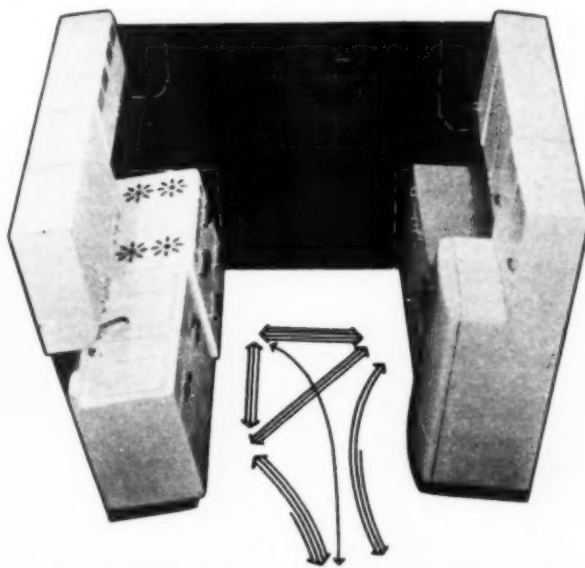
Readers who are interested in a more complete report on this kitchen planning study may write to *American Builder*, 105 W. Adams, Chicago 3, for supplemental information.



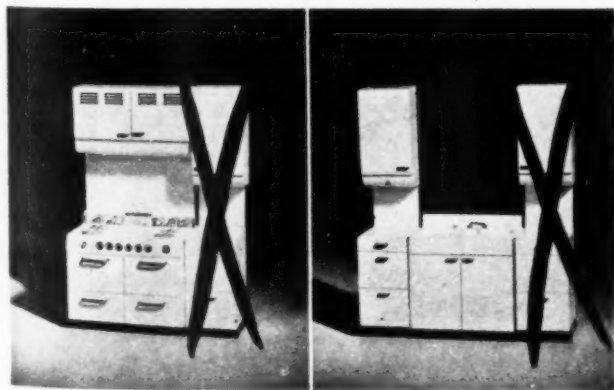
LINES on the floor in this and the two illustrations below show the traffic pattern reported by researchers who carefully recorded each activity in the preparation of 84 complete meals. The "L" "U" and two-wall kitchen patterns are shown



IT WAS revealed by actual count that more trips are made from dining room to kitchen during cleanup than there are made to serve a meal. Therefore, the door to dining area should be between sink and refrigerator in an ideal layout



OF 1,230 trips made between appliances during preparation of 84 meals, more than half were between the range and refrigerator. Food and tools were used first at the sink 1,057 times, at the range 801 times and at the refrigerator 2,806 times



STUDIES show that if cabinet area must be reduced, the first place to shrink it is adjacent to the range. If still more cabinet storage must be sacrificed because of space limitations, the second least critical point is that adjacent to the sink

Sinks—Dishwashers—Waste Disposal Units



THIS Eljer Duo-Sink of acid-resisting enamel has ample cupboards, easy sliding drawers, swing-spout faucet and spray



AMERICAN-STANDARD double sink and cabinet installation with unusual counter arrangement and cupboards accessible to both kitchen and dinette

Builder needs to consider future additions to partially-equipped kitchens; advertising of automatic equipment aids in selling homes

THE type of sink placed in a new home today can work for or against the builder who installed it.

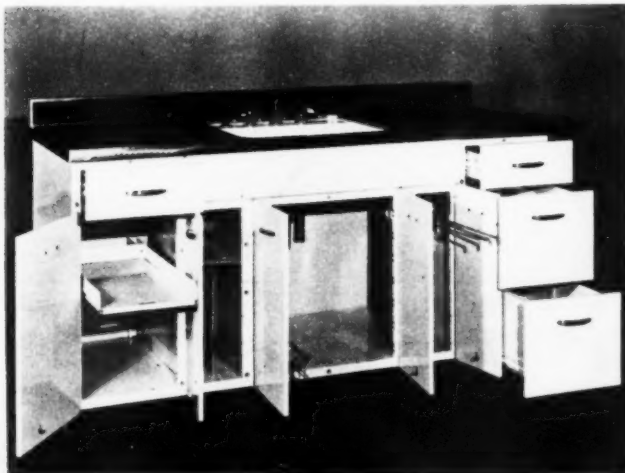
It will add sales appeal to the home if he has remembered that national advertising of sink accessories has whetted the buyer's appetite for such things as automatic dishwashers and garbage disposal units. In the de luxe house, the builder may include

these items. But even in lower cost homes, it gives the builder an extra selling point if he can tell the buyer that the sink has a drain opening large enough for future installation of a waste pulverizer unit.

The buyer may never get around to buying one later, but he is likely to have the idea that he will. For that reason, sink drain openings

should be at least 3½ inches, with 4 inches preferred. Some disposal units take a 5½ inch opening, and this larger size gives maximum convenience. The builder installing a waste pulverizer in a de luxe home will be wise to pick a unit and sink with the larger size drain opening.

The kitchen sink is the basic unit around which the rest of the equip-



WESTINGHOUSE has a new line of sink, base and wall cabinets for kitchens. Note varied storage arrangement in sink



YOUNGSTOWN Kitchenaid sink unit. Quite a few home builders feature installations such as this in local advertising

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ment is planned. Its size will depend on the overall dimensions of the kitchen, its proportions and the type of equipment arrangement. Drain-board type sinks can be secured in widths of 42, 48, 54, 60 and 66 inches, although the 48-inch is not listed by many manufacturers. For sinks used with custom-built cabinets with a continuous work surface, 24x21 inches is considered a minimum. A 30x21-inch unit gives greater work room.

Two compartment sinks of this type come in 32x21 and 42x21 inches. There is a considerable range in the dimensions of flat-rim, acid-resisting, cast iron sinks. They come in widths ranging in 2-inch steps from 12 to 20 inches. Lengths are 20, 24 and 30 inches. Two compartment flat-rim units commonly used are 32x20 and 42x20 inches.

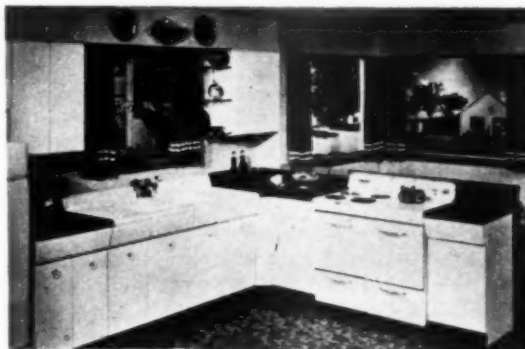
Cabinet bases of wood or metal can be secured to build beneath the continuous counter sink installation in widths of 42, 54, 60, 66, 72, 78 and 84 inches. The longer units, of course, include base cupboards or drawers in addition to the under-sink cupboards. Some cabinet base makers turn out units of this type in 96 and 144 inch lengths. Being built-in so that the units are definitely part of the real estate, there is no question about their being included in the mortgage.

Contract builders or operative builders of middle bracket and higher priced homes, find that their customers like the chance to include waste disposal units and automatic dishwashers in their financing. The dishwashers can be included in FHA mortgages in all but a very few areas. Waste disposal units also are accepted in FHA mortgages with a few more exceptions.

If there is a possibility that dishwashers or waste disposal units will be included in a new home, the



THIS double-drainboard sink by Crane has unusual faucets with spray for dish rinsing. Simplicity marks design of cabinets and counter



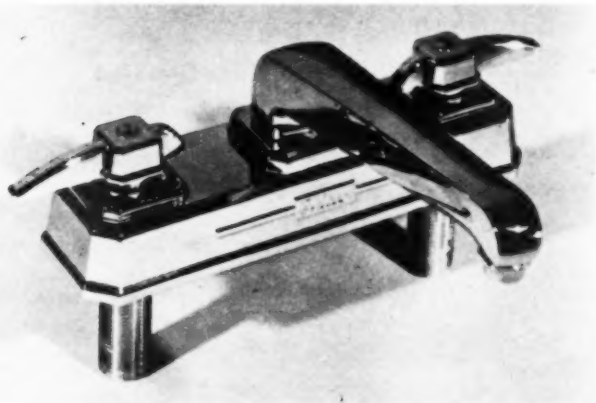
AMERICAN KITCHEN sink units feature recessed drawers with no hardware. Upper cabinets are in harmony. Door pulls on lower cabinets are easy to clean. Ease of cleaning is good sales point, interesting the woman buyer



ELKAY Lustertone Sink of stainless steel is corrosion resistant, can be combined with custom-built units as seen in picture



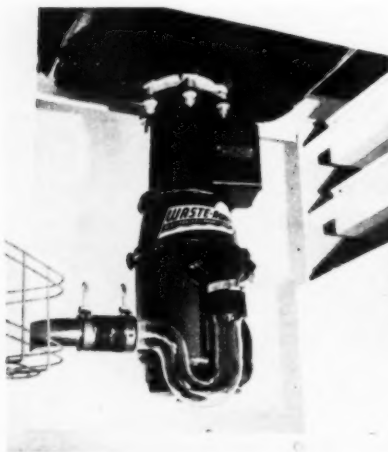
KITCHEN MAID wood cabinet base, topped by porcelain-enameled steel sink, matches factory-built wood cabinets



NEW Salter Feathertouch valve has no metal seats, washers or ordinary packing. Made in swing-spout type for kitchens



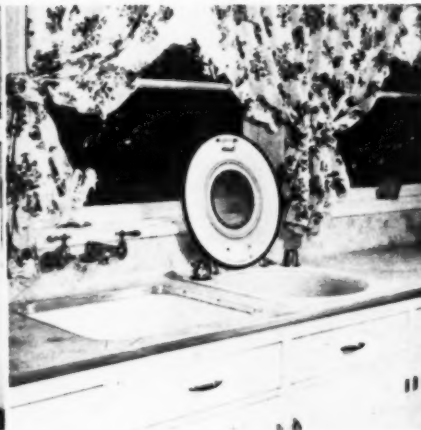
HOTPOINT kitchen with dishwasher capable of washing dishes for eight persons. A GE Disposall fitted under sink takes care of waste. Manufacturer states it need be used only once daily



WESTINGHOUSE Waste-Away unit fits sinks with standard drain opening; requires few connections. Also comes in combination sink with Westinghouse dishwasher



REMOVABLE cylinders convert Thor dishwasher to clothes washer in seconds



KAISER dishwasher works hydraulically, revolving dish racks by water jets



JACKSON dishwasher fits beneath stainless, monel or linoleum coverings



LITTLE Waste King Pulverator sends water down the drain ahead of ground refuse to prevent clogging plumbing

builder can rough-in electrical service beneath the sink at little additional cost. Conduit should be led through the partitions to this point before the walls are closed.

Disposal units can be linked to conventional plumbing units, if sufficiently large drain openings are allowed. The builder should check his code restrictions to make sure there is no ban on disposing of wastes down the kitchen drain.

Where dishwashers are installed, the builder will want to take the hot water factor into consideration. It requires 180 degree Fahrenheit water for good pasteurization of dishes—

hotter than the usual supply. Some units have water heater boosters to raise the temperature at the unit.

Dishwashers come in several styles. Most are electrically operated, although there are models driven by water pressure only. Some have counter top openings; some open at the front. Motor driven impellers usually are $\frac{1}{4}$ horsepower. Garbage disintegrators also generally use this size motor.

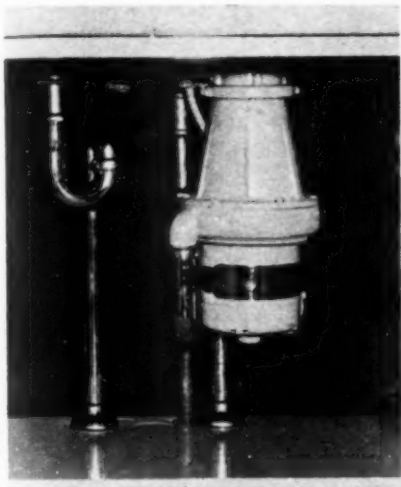
Both dishwashers and waste pulverizing units are being widely advertised nationally. Just as is the case with other appliances included in modern kitchens, this national advertising adds extra sales appeal to help the builder. If the builder provides adequate wiring and plumbing, he can make the addition of dishwasher or disposal unit an extra at the buyer's option.

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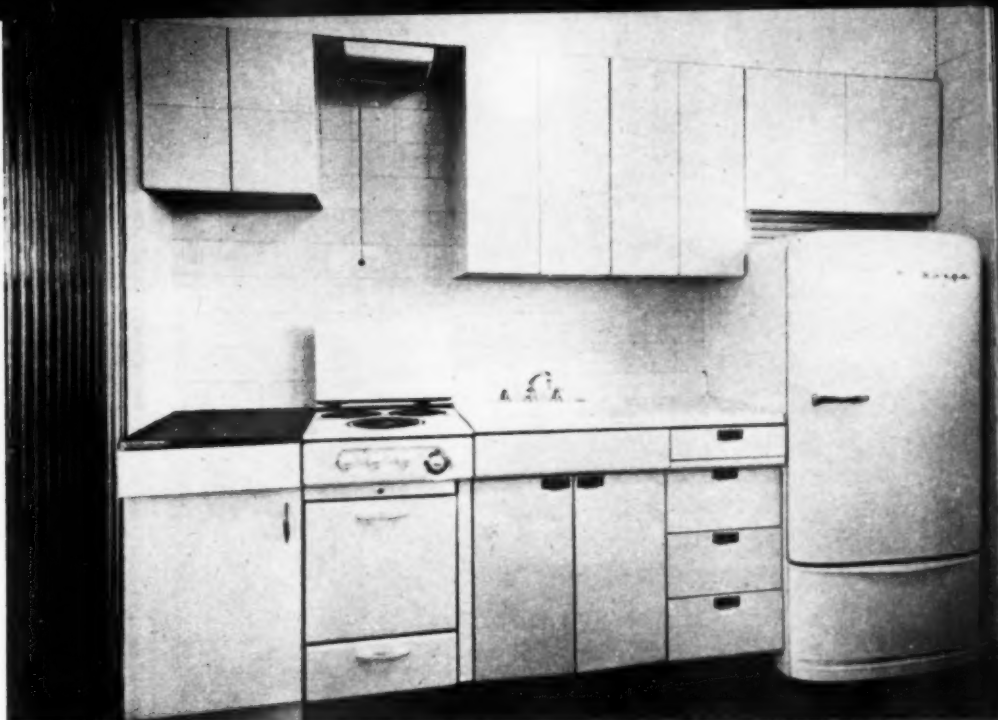
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THE American Disposer model waste unit mounted beneath a double sink. There is ample storage beneath sink



THIS compact kitchen, though not typical, shows flexibility of the Ingersoll unit for packaged utilities. This is the kitchen side of one of the Ingersoll installations

FHA REGULATIONS GOVERNING DISHWASHERS AND WASTE UNITS

Electric dishwashers can be included in FHA mortgages except in areas served by the following district offices: Phoenix, Ariz.; Miami, Fla.; Reno, Nev., and Greensboro, N.C.

Electric garbage disposal units can also be included except in areas served by the following offices: Phoenix, Ariz.; Little Rock, Ark.; San Francisco, Calif.; Camden and Newark, N.J.; Greensboro, N.C.; Philadelphia, Pa., and Seattle, Wash.

They may be financed for rental units only in Oklahoma City, Okla.



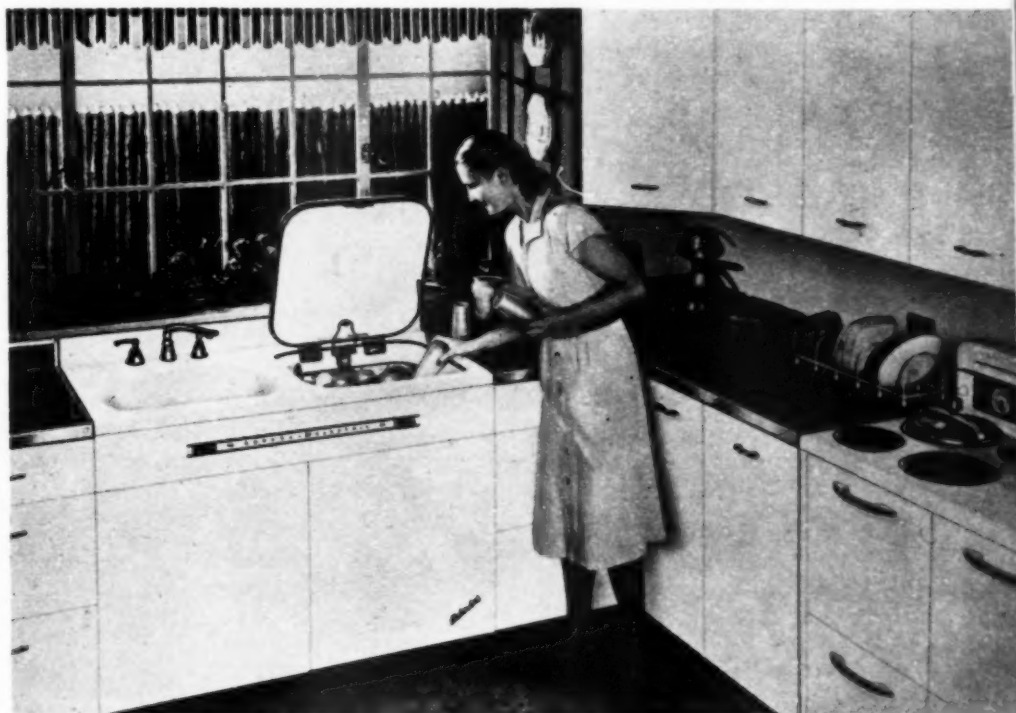
THE In-Sink-Erator unit has reversing control switch; two-directional shredding



THE Mullinax disposal unit is used beneath Youngstown sink units; is compact



THIS Dishmatic electric dishwasher heats own water; works automatically



THE General Electric combination sink and dishwasher has a GE Disposall unit in the sink for waste disposal. Dishwasher is of top-opening type and completely automatic

Sink Tops And Counters

Continuous kitchen work surfaces are available in wide variety of materials and color combinations

THE wide variety of material available today for surfacing sink and counter tops provides the builder with the opportunity to select for decorative effects as well as practical usage. Because there is such a wide choice in materials, the builder is able to install attractive sink and counter tops for kitchens in houses of all price classes.

The various plastic-laminated products are manufactured in a good range in colors and in several different designs. Linoleum surfaces can be obtained also in a wide color and design range.

Stainless steel or monel metal have their particular appeals, while many builders prefer to install tile surfaces. All sink and counter tops must be installed with care. If the top is not a continuous unit, joints should be made tight to obtain a satisfactory, long-lasting installation.

With the variety of sink and counter top materials available, builders are able to get installed prices on several finishes from their local suppliers, so that in offering homes for sale or in contract building, they will be able to offer prospective purchasers a choice and firm price in materials as well as cost of counter top finishes.



COUNTER work surfaces topped with heavy black linoleum have been popular for years. Unit shown is covered with Armstrong linoleum with metal sink rim moulding



THE CERAMIC-TILED work surface to right of the washing machine forms the cover for a tile-lined clothes hamper. Ceramic tile was also used here for the backsplash



THIS surface is covered with Plastimell, a product of Haskelite. A plastic surface is bonded to thin aluminum which in turn is bonded to plywood. It is heat resistant



IN THIS stainless steel sink, product of Just Manufacturing Co., the sink bowls are welded electrically to drainboards to eliminate seams or soldered joints. Heavy gauge material is reinforced by under-structural channels. The manufacturer will fabricate sink and drainboard units to any special size or shape builders may require

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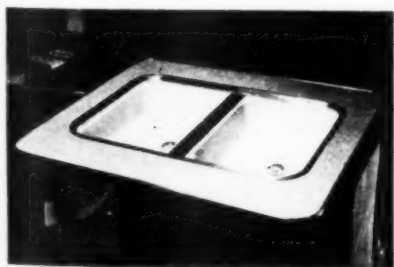
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SOFT, satiny finish of stainless steel appeals to many who like a corrosion-resistant durable surface. This assembly includes a Tracy Sink and counter surfaces



SHELL-PLI, a new sink counter covering by Shellmar Products Corp., is a laminated material impregnated with resin. It comes in rolls in red, tan or blue; two designs, linen and monkscloth



BARGMAN E-Z Drain Sink and Moisture-Lok Unit Molding assembly grips drain-board between sink and moulding for sealed joint, made watertight by mastic

FORMICA laminated decorative material is made for custom kitchens as well as packaged kitchen units. It is resistant to alcohol, fruit acids or alkalis ordinarily used in the kitchen, and high temperatures



Kitchen Cabinets—Steel and Wood



STRAIGHT Wall installation of Curtis sectional wood kitchen units. Where space is limited, one-wall cabinet arrangement is logical choice



THE Youngstown rolling-door cabinet is a good spot for keeping often-used items



Development and standardization of today's streamlined wood and metal cabinets are due to extensive research by manufacturers

THE kitchen can be arranged to be as shipshape as the galley of a yacht, or it can be expanded to include facilities for dining and laundering. In this way it can be developed into an interesting multi-purpose room.

The successful kitchen of today contains fixed equipment that offers the occupants the greatest amount of ease and convenience in meal preparation.

Manufacturers of wood and metal cabinets in a large measure are responsible for the rapid progress made in the development and standardization of the various kitchen units. Extensive research is carried on continually. Simplified construction techniques are sought after. New methods of kitchen routine based upon conducted surveys are opening up new fields of thought.

The modern cabinets of today are a series of integrated units styled to harmonize with the fixed equipment of the kitchen such as range, refrigerator, and sink. The cabinets come in a wide variety of sizes and shapes.

ROUND open shelves for attractive "What-Nots" and open space for tray storage are part of Kitchen Maid assembly

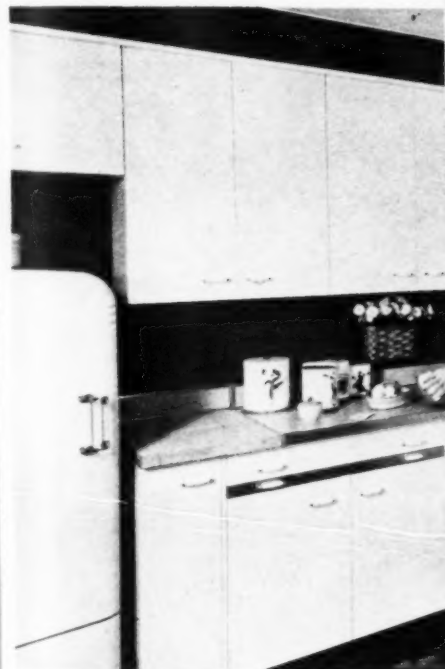
A package line of almost any length can be selected by the builder from the standard units.

Where kitchens are to be remodeled, it is vital that dimensions be recorded accurately. The first step is the taking of measurements. This work must be exact. Inaccuracies of $\frac{1}{4}$ -inch, or $\frac{1}{2}$ -inch may mean that an expensive sink or counter top will not fit properly. Measurements along the walls should be taken at a point 36 inches above the floor. This is the line of the counter top which must fit snugly to the wall.

Prepare a sketch of the existing kitchen, showing the location of the windows and doors. Start, at one corner and continue around the walls, giving the location of all openings. Show the dimensions from corners to door or window casing, as well as overall width of doors and windows including trim. As a check for these figures, measure the entire length of each wall from plaster to plaster. Height of window sill from floor, height of window including trim, width of trim around doors and windows, and the overall height from floor to ceiling are essential. Of extreme importance is the direction of

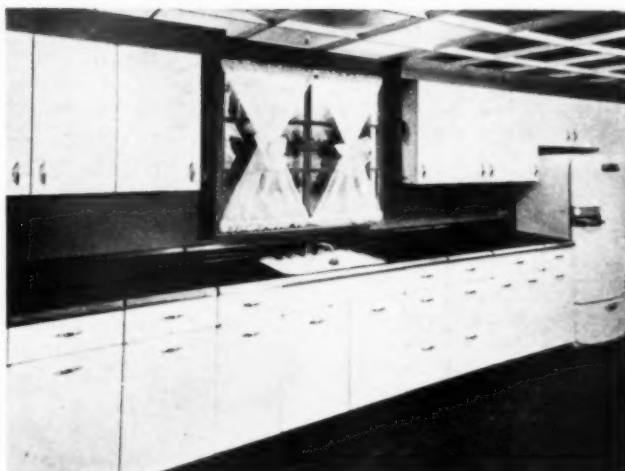
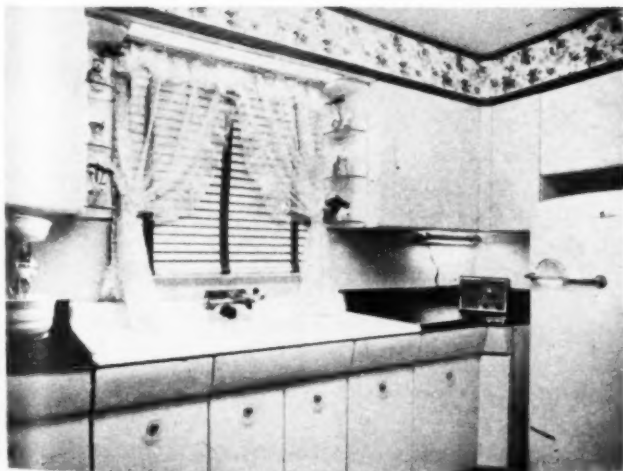


THE Plastimode Roll-A-Way door operates smoothly and easily to make accessible the entire cabinet or only the portion desired. The cabinets of Carr, Adams and Collier Co., used in kitchen shown at right, are adaptable to any condition



THE St. Charles kitchen at left is custom-made to meet the individual needs of the owner. Counter is a continuous member without seam, enclosing sink and range

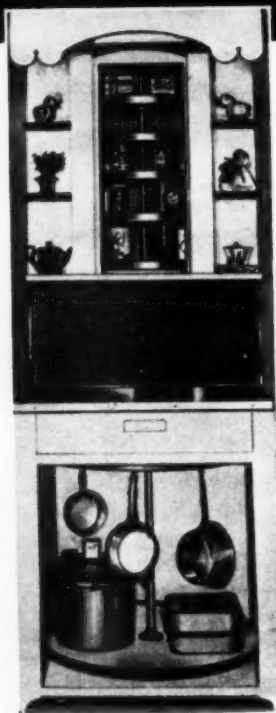
AMERICAN Central kitchen, below at left, introduces several new features. Recessed counter front and absence of surface hardware are notable. Typical Midwest Kitchen Kraft installation of steel cabinets with featured "Kustomized" counter shown at lower right



FRIGIDAIRE model kitchen arrangement complete with base and wall cabinets, double drainboard sink. A dining alcove adjoins work area



GENEVA line of steel kitchen cabinets shown below is efficient in construction and planning, simple in appearance and installation



THE Lazy Daisy with revolving shelves solves the problem of "hard to get at" corners in the "L" and "U" shaped kitchen arrangements



THE Murphy Cabranette kitchen units that can be used in a recessed area and enclosed by folding doors, are particularly adaptable for apartment house installation, where space is at a premium





THE Parsons Pureaire kitchen has facilities for cooking, refrigeration, washing and storage in one compact unit



FARLEY-LOETSCHER'S DeLuxe kitchen units come in three ways: knocked down, carton packed, set up unpainted, or set up and painted

the door swing. The nature of the room accessible from the door should be noted, as this information is pertinent to the kitchen planner. Location of the water source, radiators or registers (give overall size) is also of importance. Any unusual conditions should be noted.

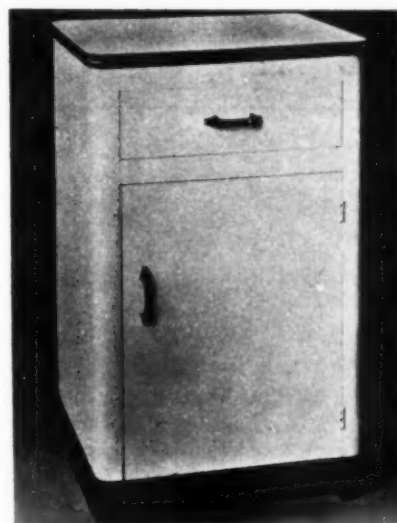
Where kitchen is to be remodeled and the present appliances are to be retained, it is necessary that dimensions of range and refrigerator be listed. It is well to question the owner if windows, doors or any built-in features are to be changed.

To intelligently re-design the kitchen, it is essential that the planner know the number of children and adults that comprise the family, the amount of entertaining done, and

the direction the kitchen faces. Before sending the information to the manufacturer a re-check on notes and measurements should be made.

Where rooms are of fractional sizes and cabinets do not fill out the available wall area, then fillers are used to close the openings between wall and fixtures. The kitchen planner may use standard units to fill any desired size or shape room with the addition of fillers to take up remaining odd dimensions less than three inches.

Innovations in the form of accessories, that can be installed in existing cabinets as well as new, are a boon to housewives. All are of the package type, which means easy installation at any time.

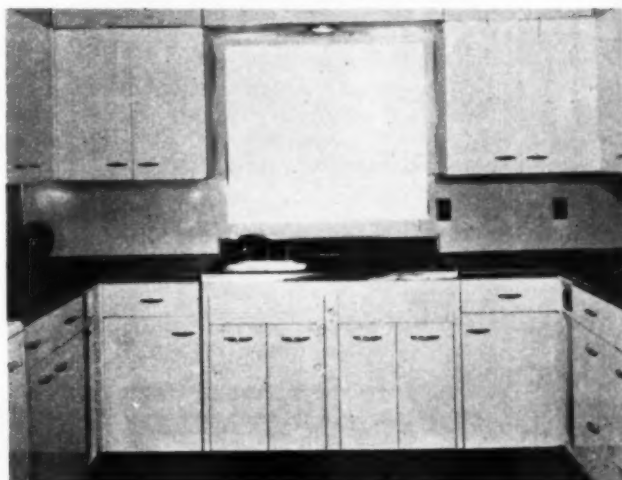


ADDITIONAL storage space is contained in Marvel unit in drawers, shelves



COPPES-NAPANEE kitchen cabinets, at left, are built of hardwood and custom-finished in baked enamel in a variety of colors. The full-sized table that recesses into the cabinet is a feature of the line

THE Westinghouse steel cabinets, at right, feature flush door and drawer construction, providing a smooth surface easy to clean



Kitchen Cabinet Hardware



STRATOLINE hardware, made by American Cabinet Co., Rockford, Ill., is durable, generous in size with graceful curves, providing a fine pattern for kitchen cabinets



A COMPLETE line of chromium-plated Deluxe cabinet hardware, with color accents, is produced by National Lock Co., Rockford, Ill. All hardware is carton or envelope packed for greater convenience

THE effectiveness and beauty of a new kitchen installation are due in large measure to the character of the streamlined cabinet hardware and mouldings employed.

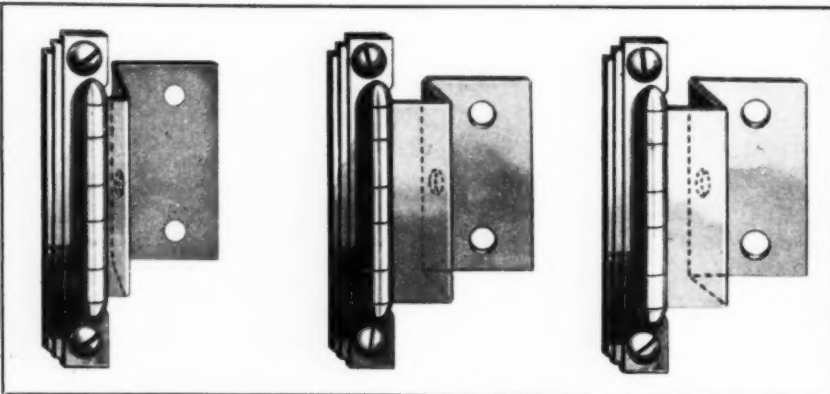
Differences of opinion on the part of manufacturers, with reference to the nature and type of surface hardware, are indicated by the various methods used. Flush doors without handles or knobs are being successfully employed. They are opened by means of concealed pull joints, fashioned in the bottom of the doors and drawers. Hardware set flush with the surface of doors and drawers has found favor with others. The bulk of the manufacturers, however, prefer the streamlined type of surface hardware usually finished in chrome.

For the expert builder that produces a custom-built cabinet job on the building site, a large selection of hardware and metal mouldings are

Durable and attractive hardware and metal mouldings are an essential adjunct to the modern kitchen. Available to the builder and the manufacturer are a wide range of styles and types that meet every known condition

available. These can be obtained in a variety of styles in matched ensembles with color emphasis on the molded bases and embossed lines, giving harmony to finished installation.

The primary function of metal mouldings, used in conjunction with counter tops, backs and wainscots, is to bind and seal the edges of the surface material where it is exposed to wear and excessive moisture or where a permanent installation is desired. These mouldings can be installed by the builder or are shipped by the manufacturer in a complete counter ready for installation. Sealing the space between sink and adjacent counter top, always a problem in the past, has been solved completely in a number of ways through constant research on the part of manufacturers. Application of mouldings are used successfully by builders in modernization as well as new construction.



THE National Manufacturing Co., Sterling, Ill., keeps its builders' hardware line abreast of the times. Two of the types of semi-concealed hinges above are arranged for lipped-type doors, the other for flush-surface door



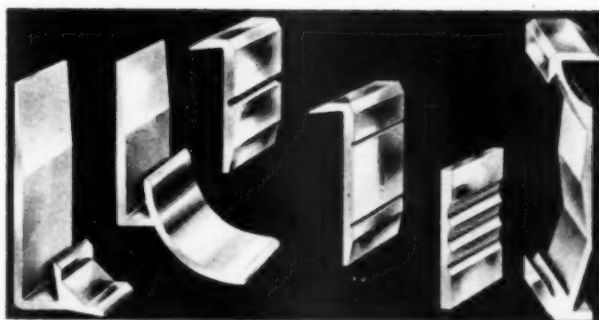
THIS new design in door latches and drawer pulls for cabinets is made by Dedoes of Berkley, Mich. Easy to install

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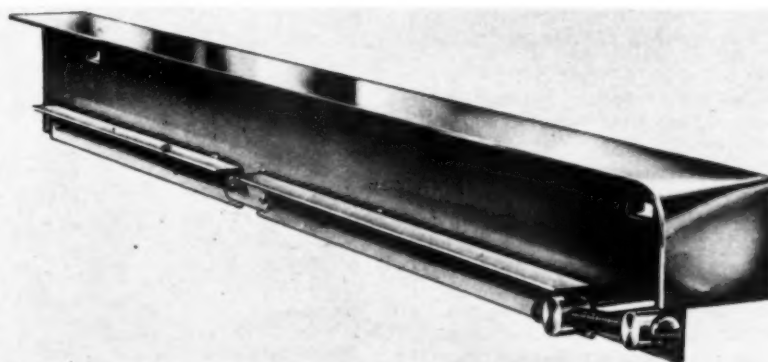
and Metal Mouldings



NEAT, sanitary edgings for floors, walls, counters and cabinet tops are provided by Metal Trims Inc., Youngstown, Ohio. These mouldings are adaptable for both modernization and new construction work. A typical modern kitchen using a wide variety of aluminum or stainless steel mouldings is shown in the illustration above. Numbers 1550, 1552, 1553 are typical wallboard trims. They are shown in use with standard-gauge tileboard. They are also available for use with materials ranging from 1/16-inch to 1/2-inch in thickness. Number 1164 is a decorative panel strip, available in a range of widths from 1/2-inch to 1 1/2-inch. Numbers 1128 and 1069 are typical overlap edgings for easy installation of counters. The linoleum does not require precise fitting as does the straight-faced nosing number 1026. The latter does not show the screws with which it is fastened. Numbers 1041 and 1121 are backboard coves. Number 1121 is a universal type. Number 1041 allows insertion of top material in groove, is waterproof, preventing moisture from seeping into backboard or wall



SIX new extruded aluminum mouldings are included in the line of Marsh Wall Products, Inc., Dover, Ohio. Left to right, the new patterns are: M51-A, inside corner; M67-A, single flange cove; M82-A and M81-A, counter nosing; M64-A, batten strip; M102A, tag moulding



A NEW, adjustable, union strip is used as a seal between sink and adjacent counter top. It has been developed by the American-Standard Sanitary Corporation

Gas, Electric and Oil Ranges That Help Make

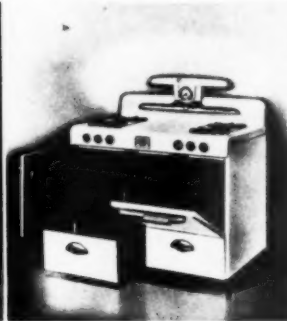


TODAY'S builders plan location and space allowance for range suited to kitchen's size. This Universal gas range is in proper relation to sink; has ample work area

IN SOME sections of the country, the cooking range already is considered standard kitchen equipment and as much a permanent fixture as the kitchen sink. This is true in the New York City area and surrounding suburbs. Experience there has shown the value of range installations as selling aids.

Most new home buyers today want or need modern kitchen ranges—gas, electric or oil. Young married couples, just starting and interested in economy-priced homes, usually have no cooking appliances and prefer to finance the range in the mortgage. Often buyers have been living in rented apartments where ranges are installed. The "package home," which includes most of the major needs in service equipment, has more sales appeal than an unequipped house for which the buyer must assume additional and separate obligations.

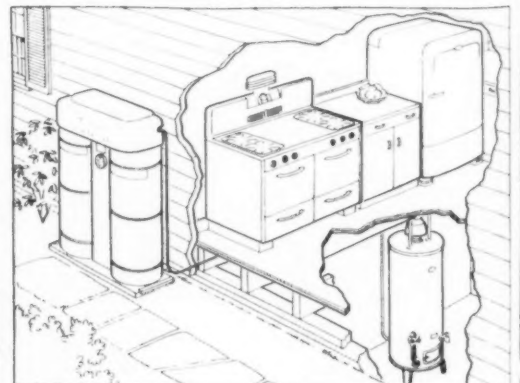
Older couples, who may have acquired most of their kitchen equipment and are buying newer and better homes, also respond to the new house which has a range installed in the kitchen. Advances in design and equipment of cooking units have been so great in recent years that many



SIMPLE, compact ranges suit small, economy houses. More costly de luxe units help sell more expensive homes. Pictured above, left to right, are: Perfection oil range, Hotpoint and Norge electric ranges, and Magic Chef and Tappan gas-burning ranges

FHA REGULATIONS GOVERNING COOKING APPLIANCES

Gas and electric ranges may be included in FHA insured mortgages, if both mortgagor and mortgagee agree units are real estate, except in these areas: Phoenix, Ariz.; Boise, Idaho; Jacksonville, Fla.; Des Moines, Iowa; Topeka, Kans.; Minneapolis, Minn.; Omaha, Neb.; Greensboro, N.C. They may be included only in rental units in these areas: Little Rock, Ark.; Denver, Colo.; Atlanta, Ga.; Louisville, Ky.; Cleveland, Ohio; Columbus, Ohio; Oklahoma City, Okla.; Pittsburgh, Pa.; Providence, R.I.; Milwaukee, Wis.; Cheyenne, Wyo., and Honolulu.



BOTTLED gas permits all-gas kitchens where there are no gas lines. Schematic diagram by Pyrolax shows how units can be arranged for minimum of service piping

Kitchens Modern

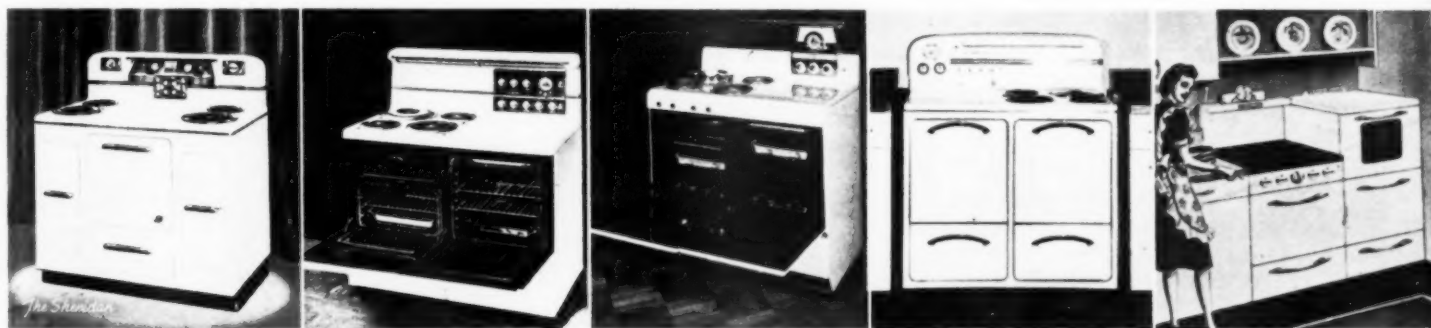
Builders increase sales appeal of homes when cooking facilities are installed in kitchens. This also permits builders to take advantage of public acceptance created by national advertising and promotion of range manufacturers

units are now obsolete. The owner is likely to be dissatisfied with the older range in the new kitchen because it does not harmonize with the new equipment. This group also welcomes the chance to include the cooking unit in the mortgage paper which makes financing easier.

National advertising by the manufacturers of gas, electric and oil ranges is a direct selling aid to the builder who includes a range in each new house. It provides him with additional selling arguments. It gives him the prestige of nationally recognized brand names which helps offset



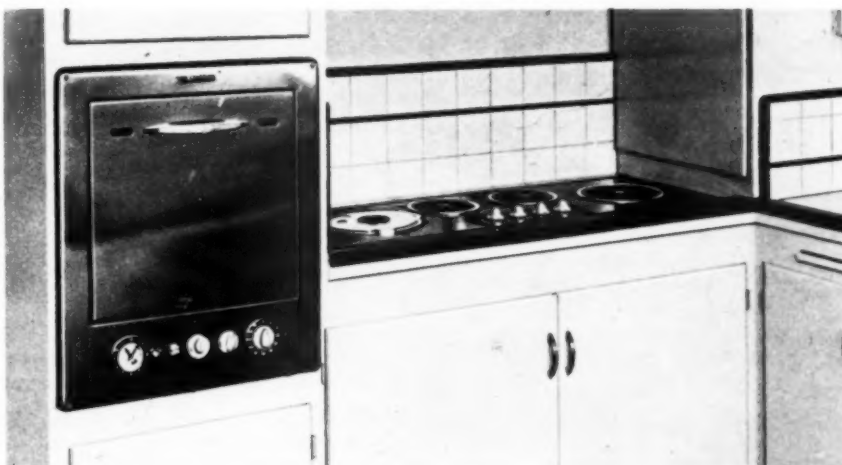
PRE-SELECTION of range helps in planning cabinet space, as this General Electric unit does. Note harmony of range hardware with rest of kitchen



ABOVE are the L & H, Gibson Kookall, Frigidaire and Westinghouse electric models, and a Hardwick gas range. Prices range from about \$140 to \$325 at retail. All modern units utilize space for storage if not required for cooking, extending cabinet area

the fact that a house—as a complete unit—does not have a recognized brand. To an industry which necessarily does as little consumer advertising as the building industry, this brand recognition factor is important. The builder, whatever make of range he selects, can make use of its manufacturer's arguments in selling homes in any area.

FOR small kitchens in homes or apartments, this Thermidor built-in electric unit is one answer. Its built-in feature eliminates any difficulty in its being included in mortgage. It's there to stay





COMPLETE refrigeration is shown in a modern kitchen where dining space adjoins. Since this is a higher-priced home, a freezer storage unit has been installed in addition to the large electric refrigerator. Both are General Electric units. While this suggests custom building, the perfection of the arrangements indicates careful consultations by the builder, architect and purchaser to coordinate specifications of all equipment components

Safe and Adequate Food Storage

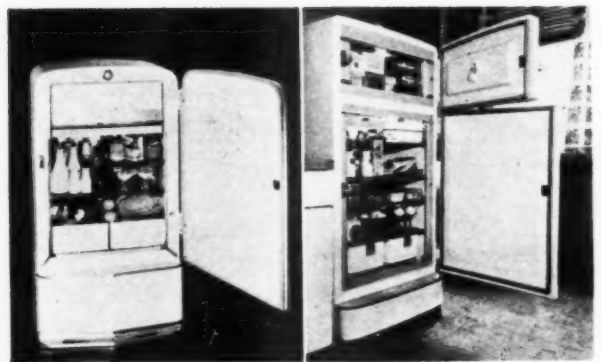
Modern refrigerators and home freezers give builders selling help if installed in new homes, despite fact that the units raise price

MODERN refrigeration, already provided in a new home, offers strong selling arguments to overcome the rising resistance to today's unavoidable high dollar prices on homes. The refrigerator raises the cost still higher, it is true, but makes it possible for the buyer to carry that cost more easily.

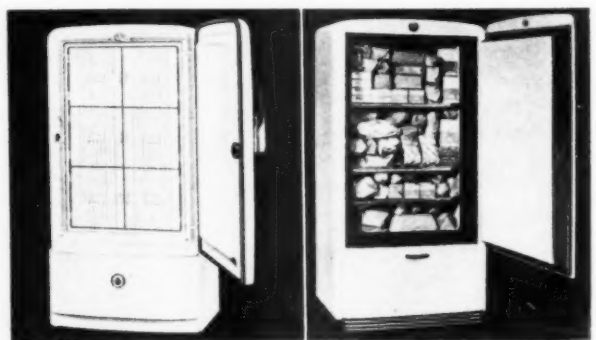
Every homeowner who earns enough to buy a new house even in the low price brackets, will not be satisfied unless he has some type of mechanical refrigeration.

When he estimates whether he can afford the price of the house, he will be sold more easily if it can be pointed out that several hundred dollars worth of equipment, including the refrigerator, can be included in the mortgage at a low interest rate with payments spread over a long period of time. He'll reason that this will be easier on him than paying slightly less on his home payments each month and having to pay high installments, plus high interest, on a refrigerator to clean up its cost in 18 months.

Moreover, the women like a finished kitchen where the refrigerator fits the space allowed, where it is placed properly with respect to sink and range with the door opening in the proper direction and provision made for its full swing. The builder can fit correct refrigeration into his houses, whether they are small, economy houses with minimum size units or larger, de luxe homes with both refrigerator and freezer storage units. Care in placing the refrigerator in the kitchen pays dividends in customer satisfaction. Manufacturers have done careful research to find the right spot for each appliance in every kitchen.



THE Westinghouse unit, left, and Hotpoint unit, right, combine a large freezer with general storage area



UPRIGHT freezer-storage units look like conventional refrigerators. At left is the Norge unit; right, Gibson

FHA REGULATIONS ON FINANCING REFRIGERATORS

Electric, gas and mechanical refrigerators, except oil-burning refrigerators, can be financed in FHA mortgages if mortgagee and mortgagor agree units are real estate, except in these areas: Phoenix, Ariz.; Miami, Fla.; Boise, Idaho; Des Moines, Iowa; Topeka, Kans.; Minneapolis, Minn.; Omaha, Neb.; Greensboro, N.C. They are financed only for rental units in these areas: Little Rock, Ark.; Denver, Colo.; Atlanta, Ga.; Louisville, Ky.; Camden and Newark, N.J.; Cleveland and Columbus, Ohio; Oklahoma City, Okla.; Philadelphia and Pittsburgh, Pa.; Providence, R.I.; Memphis, Tenn.; Milwaukee, Wis.; Cheyenne, Wyo., and Honolulu.

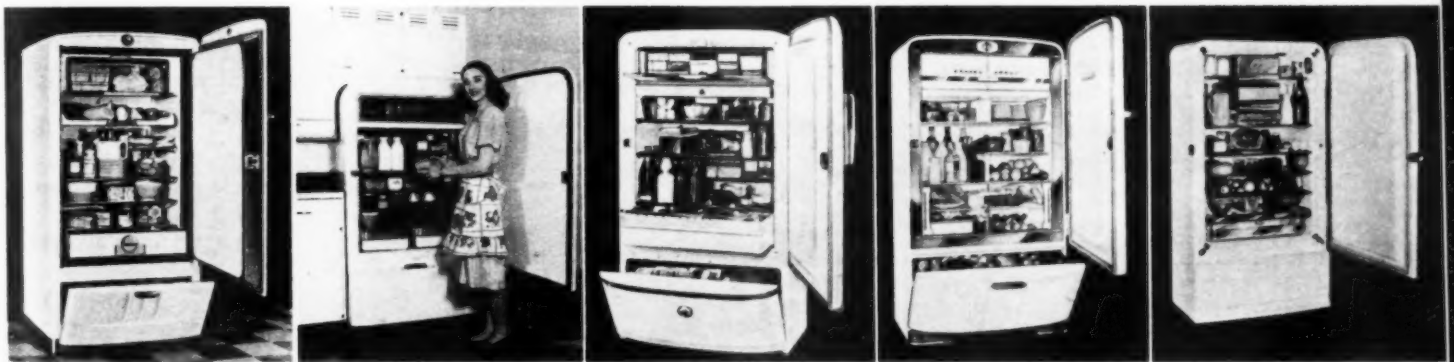
DIMENSION CONSIDERATIONS

Virtually all refrigerators and freezers for domestic use are made to pass through a 30-inch doorway. Widths on 10 cubic foot models are just under 33 inches, except for gas refrigerators which run 34 inches. Depths, including hardware, are just over 29 inches. Eight cubic-foot units generally are about 30 inches wide and from 54 to 60 inches high. Extra narrow, 6 cubic-foot units, are under 24½ inches wide. Maximum height on large combination units is 67½ inches. Average height usually is under 60 inches. Good installations should have at least ½-inch air circulation space at each side.

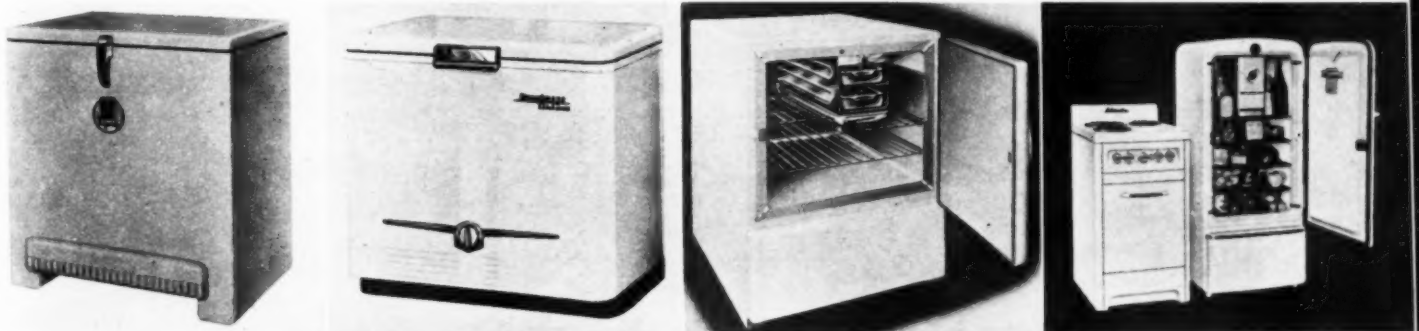


IN many new homes, freezer storage units like this Frigidaire are put in kitchens

for Modern Living



NATIONAL advertising by manufacturers of refrigerators and freezer units helps sell homes where units are installed. Left to right are shown: Gibson electric, Servel gas refrigerator, and Norge, Kelvinator and Frigidaire electric units. Note freezer space

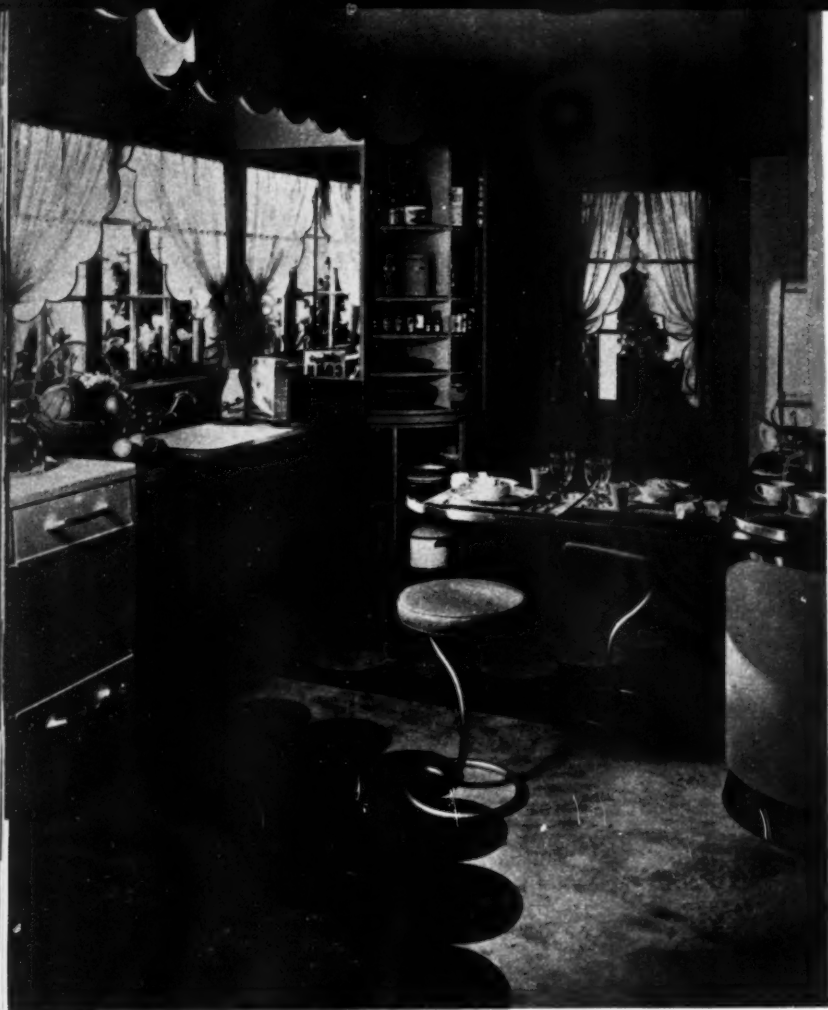


MANY freezers are made "cabinet height." Left to right are the Hotpoint and Deepfreeze home freezers; Paley Manufacturing Co.'s "Lo-Boy" electric refrigerator and Kelvinator space-saver model beside 21-inch wide electric range with 6 cubic feet of storage

Attractive Floor and Wall Finishes Are

SELLING AIDS

New materials with their wealth of color and design are changing the appearance of today's kitchen



IN THIS remodeled kitchen designed by Armstrong Cork Co., scalloped line of wood valance is repeated in the linoleum floor pattern



THIS kitchen combines Flexi-Flor and Wall-Flex, products of R.C.A. Rubber Co.



Tile-Tex Co.'s wall and floor coverings repeat gay motif in the kitchen above



PLASTILE flooring, U.S. Stoneware Co.



WRIGHTEX rubber tile, Taylor Mfg. Co.



ASPHALT Kentile, David E. Kennedy, Inc.

THE old-fashioned kitchen of past decades is vanishing. Gone is the hospital and laboratory "look" of yesterday's all-white kitchen. In its place has blossomed the gay, livable kitchen of today—modern in design, colorful in appearance and efficient in plan and operation.

Color is one of the predominating factors in the decorating scheme of today's kitchen. The decorative trend is toward a choice of colors that will reflect the personality of the owner. The selection of the color scheme becomes a matter of individual taste. The cabinets, walls, floors, and ceilings, along with movable kitchen accessories must all be considered as part of the completed color plan.

Manufacturers and builders alike have recognized this trend, and in many cases are adjusting their operations accordingly. One manufacturer of floor materials has established a Bureau of Interior Decoration, which is headed by a recognized authority in this field. Helpful service in solving floor problems and color arrangements is thus rendered to builders.

Many different types of floor surfaces are available to the builder today. The most generally used types

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KITCHEN cleaning is easy when ceramic tile walls are used for the sink backsplash



KITCHEN finished with Flexboard, the asbestos-cement board by Johns-Manville



ADDITIONAL light is obtained with Insulux glass blocks over the work area

of flooring for kitchens range from inlaid linoleum in different forms to numerous kinds of asphalt and rubber tiles. Another step in the development and use of vinyl resins is beginning to show up in kitchens with the demand for this material far in excess of the supply. The new laminated-vinyl flooring is quite different from what the producers formally called "plastic flooring." All floor coverings come in a number of different sizes, complete with a full range of colors in both solid and variegated patterns. The design possibilities in this type flooring are limited only by the ability of the designer. Some of the outstanding characteristics of these products, in addition to the color emphasis and permanency, are their resistance to chemicals and cleaning solutions, their resiliency and eye-soothing character.

Approved wall surfaces for kitchens come in a large variety of types and shapes. They range from painted or decorative papered surfaces on plaster walls to ceramic tiles. In between these several products are a long list of other practical wall surfaces, such as panels and tiles employ-

ing the use of metal mouldings at joints, interlocking tiles, chromite zinc panels, wall-flex, mura-tex, asbestos-cement boards with metal mouldings, and many other types. Most of these materials are made in a wide variety of colors to match or contrast with floor, counter and cabinets.

Tiles and panels are adaptable to modernization as well as new construction. In fact, many of the materials for finishing kitchen walls and floors find as great a demand in the modernization market as in the new home market. With the use of such products, the job of giving an old kitchen the "new look" is greatly simplified.

Interesting color combinations can be obtained in the kitchen through the use of several different wall materials. This method has a tendency to reduce the cost, depending, of course, on the type of materials used. A method that has proved extremely popular is the use of tiles or wall panels on the cabinet walls with a highly decorative paper on the wall without fixtures. This makes the kitchen a gay and delightful place in which to work and live.



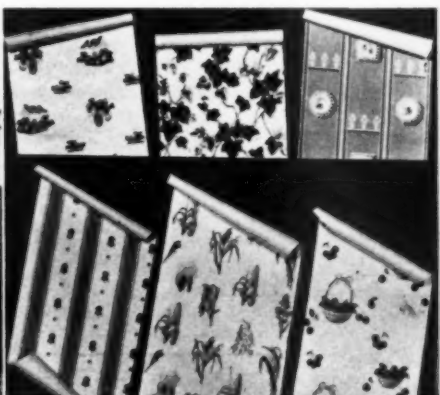
THE walls of this kitchen are Marlite White Deluxe plastic-finished wall panels



JOHNS-MANVILLE'S Flexboard is both fire-proof and attractive wall decoration



CHROMITE Co's panels in new designs



NEW wallpaper designs for kitchens



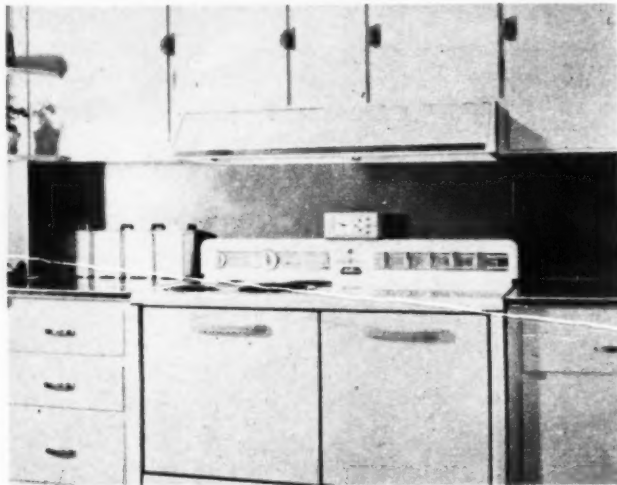
THIS is Congoleum-Nairn's floor covering

Cool, Odorless Kitchens Catch the Buyer's Eye

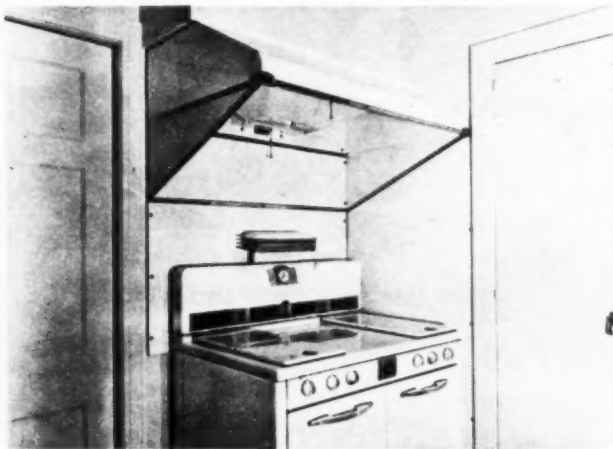
Adequate ventilation impresses modern housewife who is conscious of its advantages



IF kitchen range cannot be installed against an outside wall, it should be close to one. This ILG photo shows vent fan action



THIS Universal Blower Range Venter can be mounted close to top of range; removes steam and smoke and allows cupboards above



IN THE Venta-Hood installation, the blower is mounted inside a wide hood which captures all smoke from cooking surface below

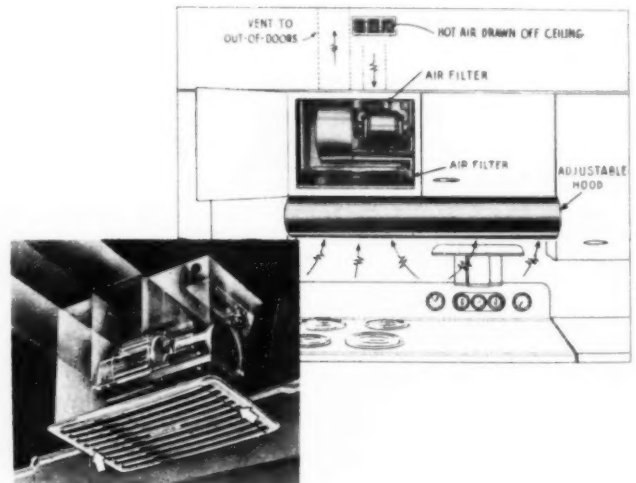
IN THESE days of air conditioning, a well-ventilated kitchen in a new house is a definite selling advantage. Today's housewife responds to the suggestion that she need not have cooking odors carried all over the house, and that kitchen ventilation saves cleaning effort and frequent redecorating.

For this reason, many builders are installing built-in ventilating fans in the kitchens of their new units. There are definite rules governing these installations, however. The mere presence of a ventilating fan in the kitchen does not mean that it will do an adequate job of changing the air and removing objectionable odors and grime.

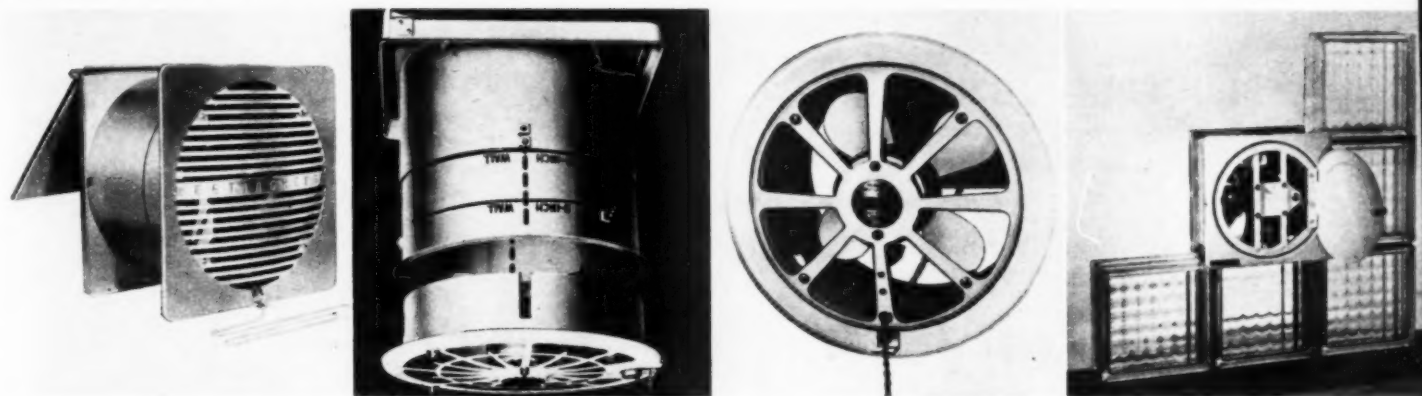
The best location for the kitchen ventilating fan is directly over the range. This is the point at which cooking odors, steam, grease globules and so on are emitted. If carried away from as close to their point of origin as possible, the ventilation will be the most satisfactory. If the range is against an outside wall, it is relatively easy to build in a fan directly above it, discharging the air directly to the outside.

If the range cannot be against an outside wall, it should be close to one so that the fan can be mounted only a short distance from it. Often, a soffit above the range can be used as a conduit to the outside wall, the fan being installed in the soffit just over the range.

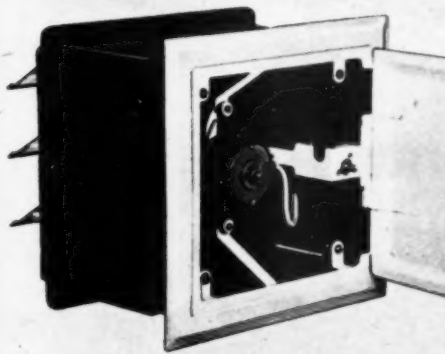
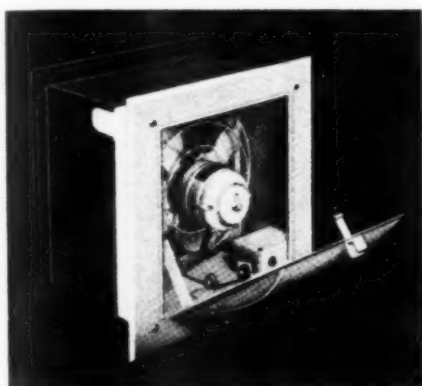
It is preferable not to install cabinets over the range because their interiors become too hot. There are some types of kitchen ventilators, however, that can be concealed in cabinets, the lower part of the cabinet acting as a hood which catches virtually all fumes. Fans mounted through the walls have adjustable sleeves to accommodate various wall thicknesses. Suggested sizes are an 8-inch fan for small kitchens, 10-inch for medium size and 12-inch for very large kitchens.



THE Trade-Wind Motorfan ventilator is installed in a cabinet over hood. It also draws hot air off the ceiling, cools kitchen



VARIOUS types of ventilator units, left to right: Westinghouse, Emerson Electric, Victor Electric and Winco, used in glass walls



LEFT, Diehl unit. Center: Signal Electric; right: American Blower Corp. Note that the latter installation is not high above range

HOT WATER Supply must be adequate

BUILDERS are changing their ideas of hot water installation capacities. The increasing use of automatic laundries, automatic dishwashers, and the more frequent bathing made convenient by multiple baths, has changed previous conceptions about the size of storage tank and heating capacities necessary for today's new homes.

A 20-gallon storage unit no longer is recommended, even for a small home, because it is inadequate if an automatic laundry is installed. The house cannot have adequate hot water supply while the washing is being done. These smaller capacity units now usually are used only where there are two heaters instead of one—a practice growing among builders of the rambling, ranch style dwelling where long pipe runs are necessary if only a single heater is used.

There is a rough formula for determining the size water heater needed in a home. Tank size, plus rate of recovery, equals peak demand.

One variable in this equation is the "peak demand". How can it be determined?

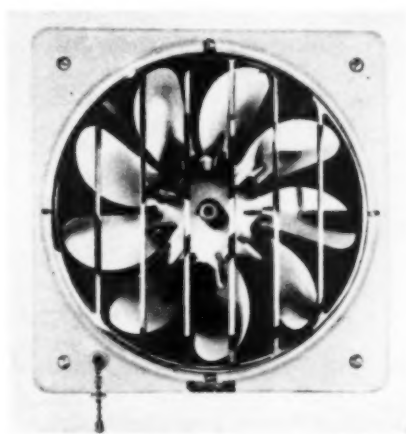
The automatic laundry requires from 30 to 40 gallons of hot water

per hour. An automatic dishwasher will use about 10 gallons per load. A tub bath requires from 15 to 20 gallons. A shower takes from 10 to 15 gallons.

Non-automatic washing uses from 12 to 16 gallons of hot water per wash, and an additional 6 to 8 gallons if warm water is used for rinsing, as it usually is. Manual dishwashing takes about 3 gallons for an average family, or you can figure a gallon per person. Rinsing dishes under the hot water faucet will take another 6 gallons.

Recovery rate can be determined roughly by taking the B.T.U. input of the heater and dividing by 1,000. Thus, a heater with input of 25,000 B.T.U.'s will have a recovery rate of 25 gallons per hour. In winter, when incoming water may be colder, a higher degree rise in temperature is, of course, necessary.

In general, rough guides to the size water heater needed are: for houses with one bath and one or two bedrooms, a 30-gallon capacity; one bath and three or four bedrooms, or two baths and one or two bedrooms, 40 gallons capacity; two baths and four or five bedrooms, or three baths and three bedrooms, a 50 gallon capacity.



THIS Ventrola model has a nine-blade fan, starts with handy pull chain at left



STEWART Manufacturing Co. unit is put at end of soffit above range. This type is used when range is against inside wall

BLUEPRINT HOUSE NUMBER 18

Victor Civkin, A.I.A.
Architect

THE New England Colonial style selected for the Blanding house has a universal appeal. It is always in perfect harmony with its surroundings and conditions



A Plan for Mr. Blanding's Dream House

THE Blueprint House this month is one that was inspired by the RKO movie, "Mr. Blanding Builds His Dream House", which was adapted from Eric Hodgins' book by the same name. The story is a description of Hodgins' experiences in planning and building his own home. "Mr. Blanding" is the central figure in the movie, which depicts Blanding's troubles in obtaining a home for his family. He begins by buying an old house in Connecticut but soon discovers, with the advice of builders and real estate men, that it is impractical to remodel the old home, so it is torn down, and a new one planned and built on the site. This is the "Dream House." The movie realistically depicts Mr. Blanding's experiences with the architect, lawyers, builder and workmen during the course of design and construction of the new house.

For the first time in film history a house was completely erected and furnished for a movie set. As part of

the promotional campaign for the movie and to tie in with public interest in home building as brought out by the presentation, about sixty home builders in all parts of the nation have already erected, or are in the process of completing replicas of Mr. Blanding's Dream House. The original Hollywood Blanding house plan contains approximately 2,000 square feet of floor area, and has many refinements which the average builder or owner either does not desire or cannot afford. As a consequence, the majority of the Blanding houses being erected by home builders are revised versions of the original Hollywood plan, although in all cases they closely resemble the exterior appearance and general floor plan of the movie version.

The traditional style of the Blanding house has a definite universal appeal. It can be reproduced in any community and be in harmony with other houses in the same price class.

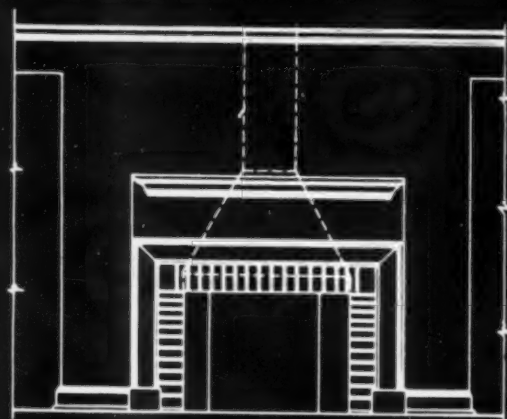
The house described here was designed by Victor Civkin, A.I.A. architect, Fairfield, Conn., for the General Electric Home Bureau. It varies somewhat from the original Hollywood house in both plan, elevation and size. This GE plan is set around a center hall, with main entrance door in the center of the house. The adjoining wing contains a breakfast nook and one-car garage. There are seven rooms, two and one-half baths and garage. The rooms are smaller than those shown in the movie house, which has the same number of rooms and baths, but no garage.

The layout of the all-electric kitchen and breakfast room incorporates the best ideas of the General Electric Home Bureau planning staff. Prime consideration is given to the proper routing of kitchen activities. The dining room, while not large, is of ample size and the large opening from this room into the living room literally throws the two into one, yet suggests a separation. The living room, with central fireplace and built-in bookcases at one end, has an abundance of windows. The den on the opposite side of the entrance hall can be used for a bedroom if desired.

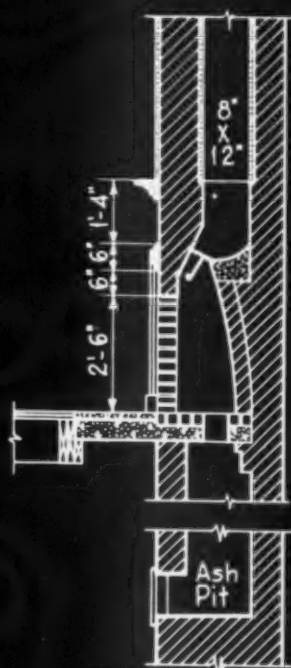
The second floor with three bedrooms and two baths is a model of efficiency. The master bedroom is a complete unit with dressing room and private bath. Closets throughout are ample. A basement is below the entire house except for the garage. An ample recreational area is provided in the basement.

THE Hollywood version of the Blanding house shown at left, was designed by Carroll Clark, architect, Hollywood, Calif.

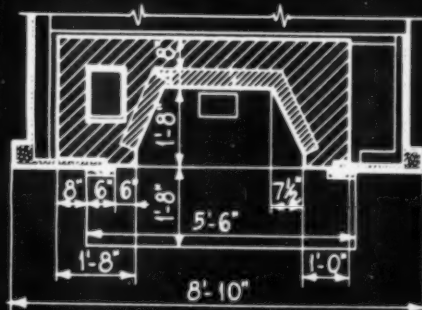




ELEVATION

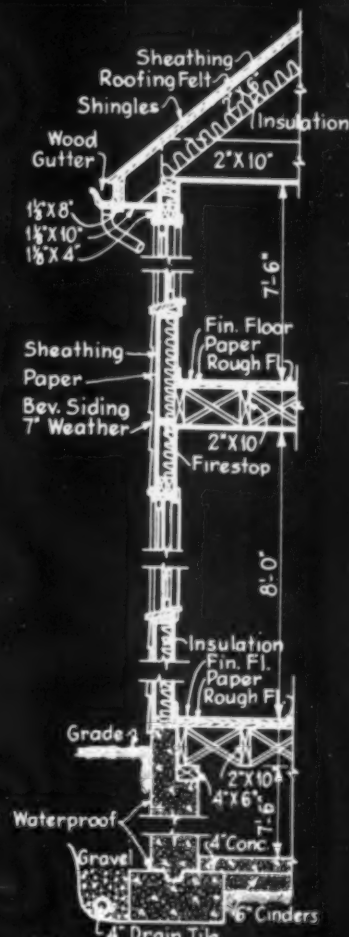


SECTION

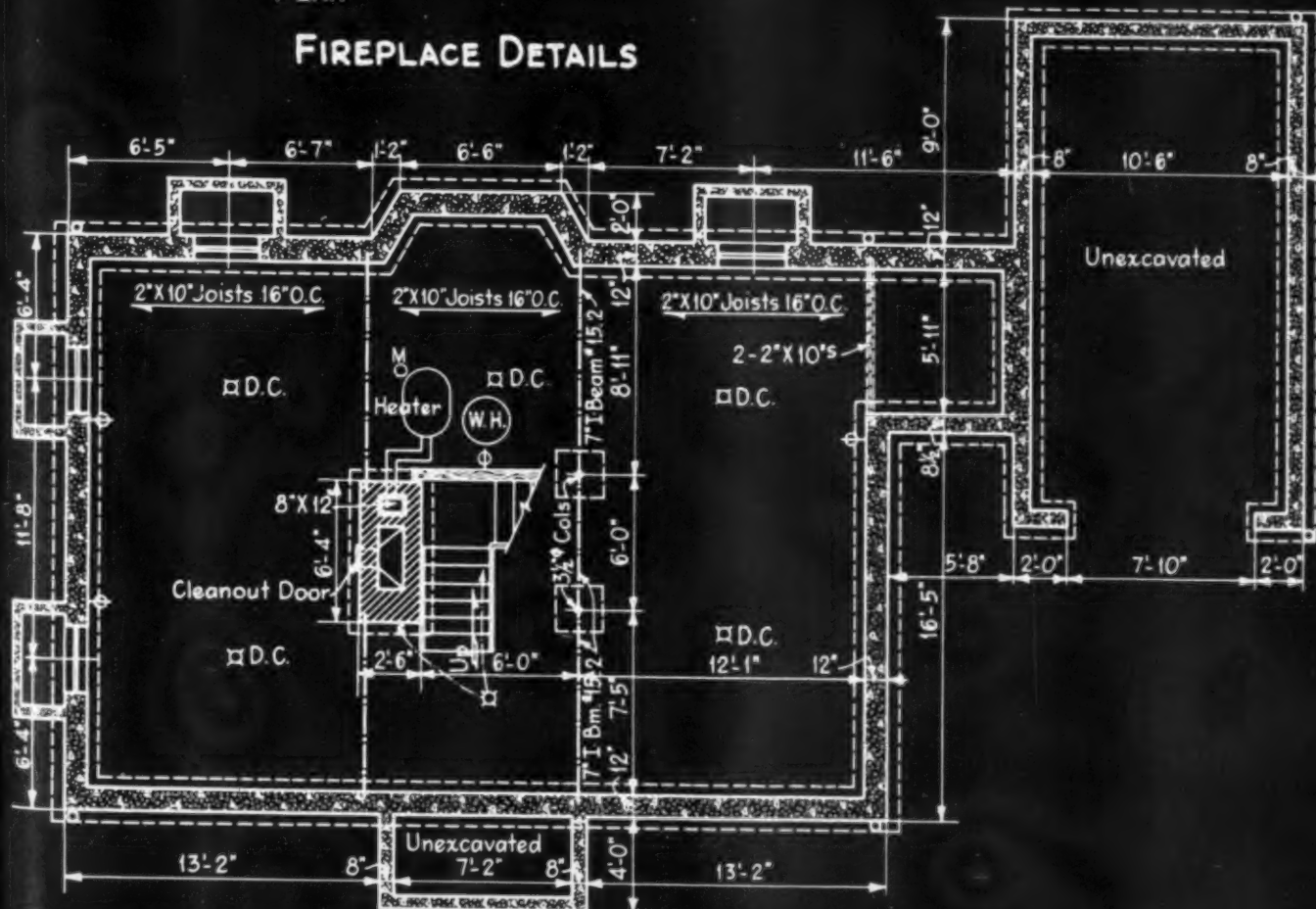
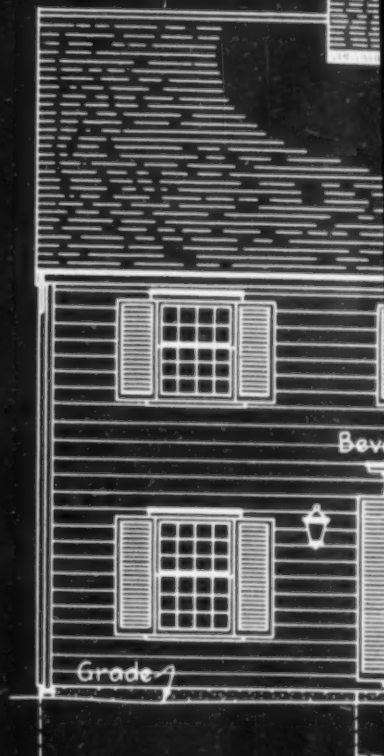


PLAN

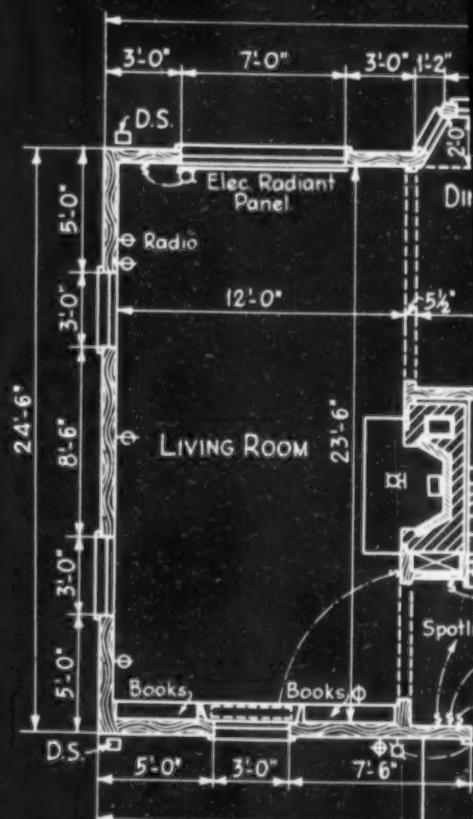
FIREPLACE DETAILS

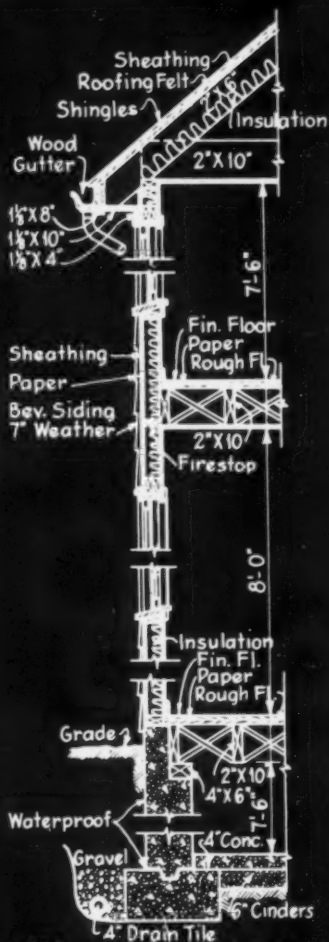


WALL SECTION

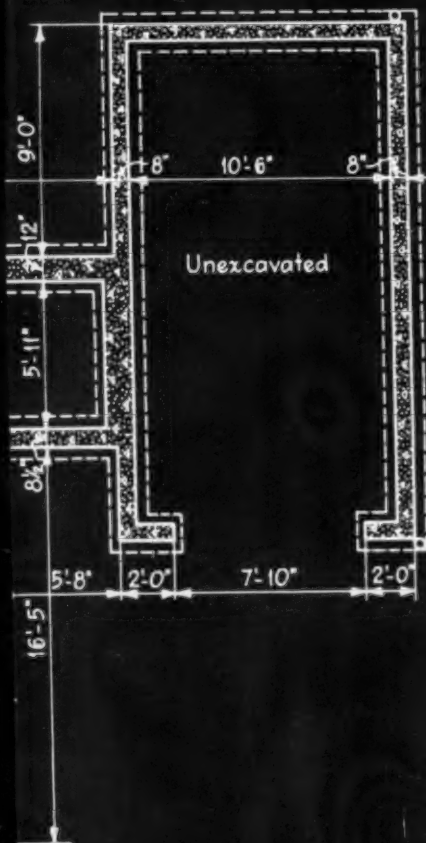


BASEMENT PLAN





WALL SECTION

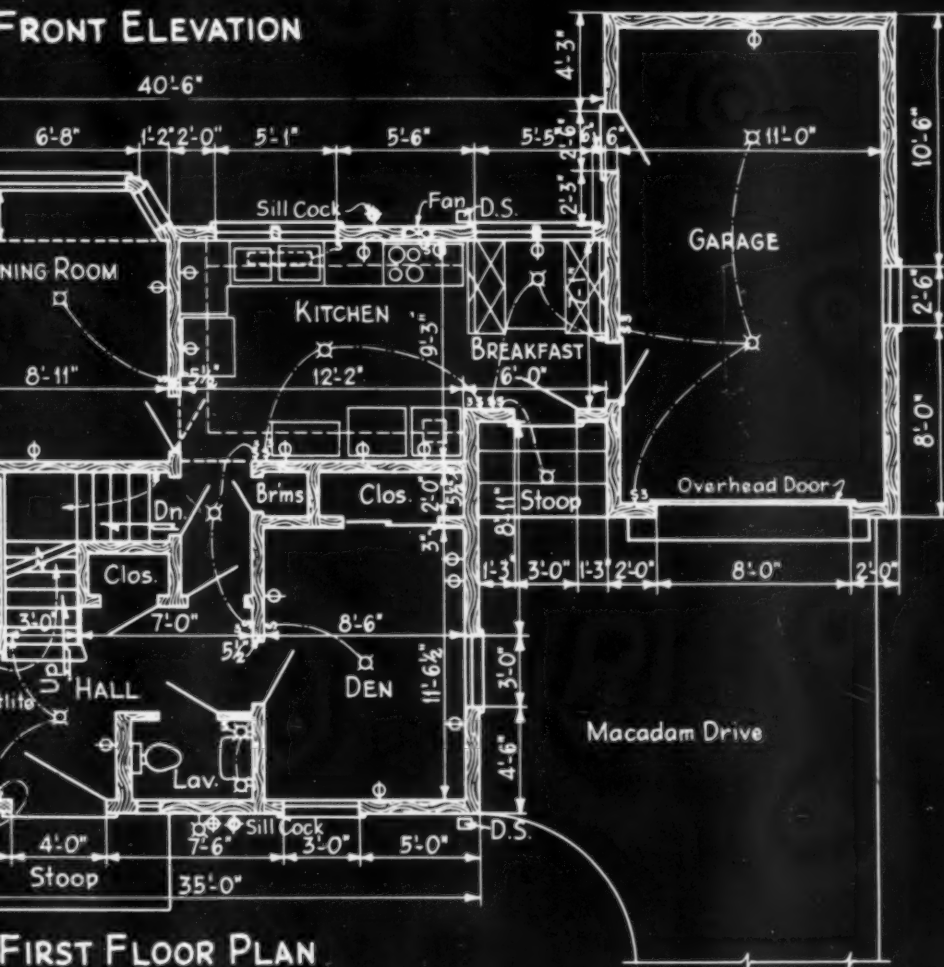


FRONT ELEVATION



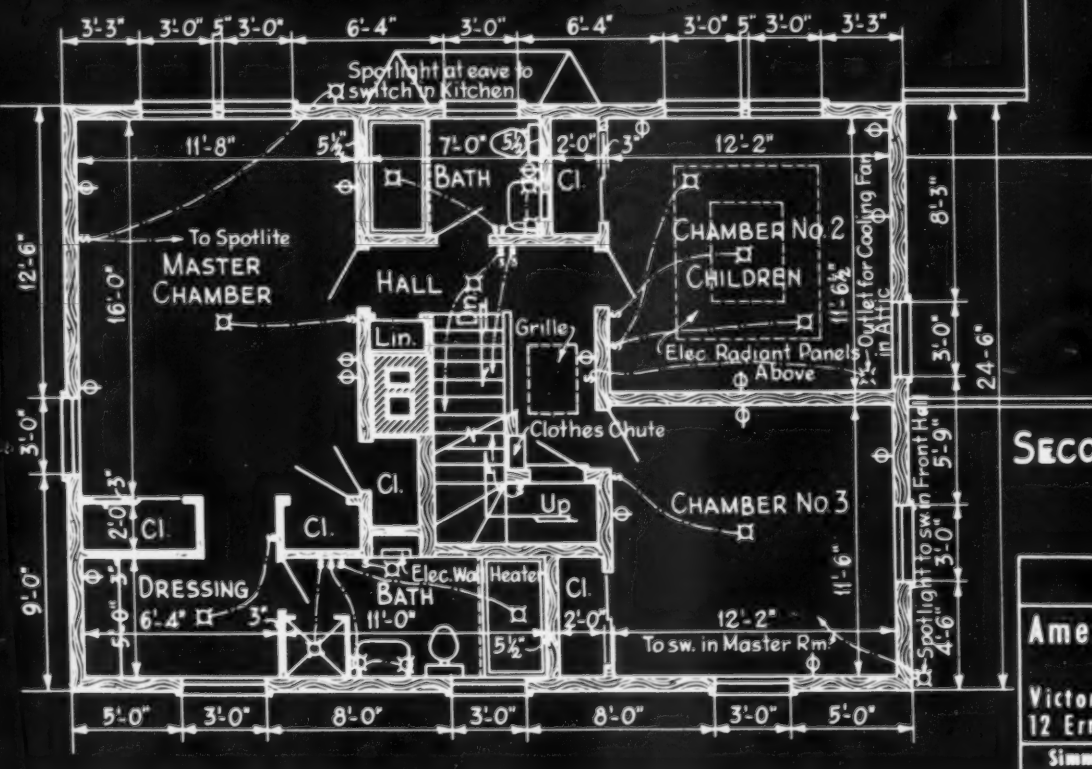
FIRST FLOOR

FRONT ELEVATION





RIGHT SIDE ELEVATION

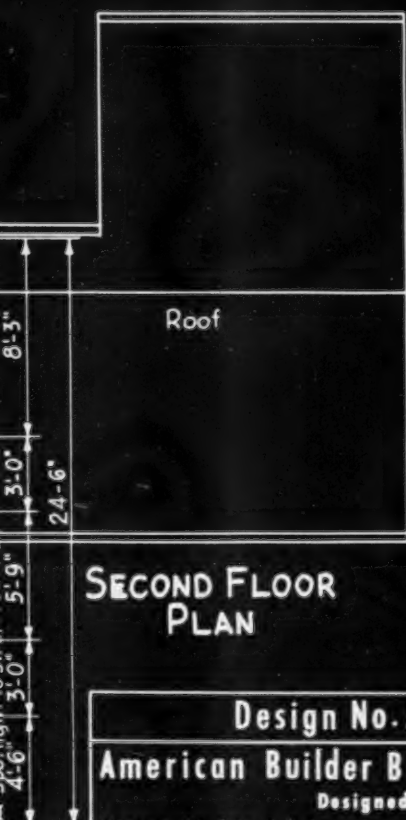


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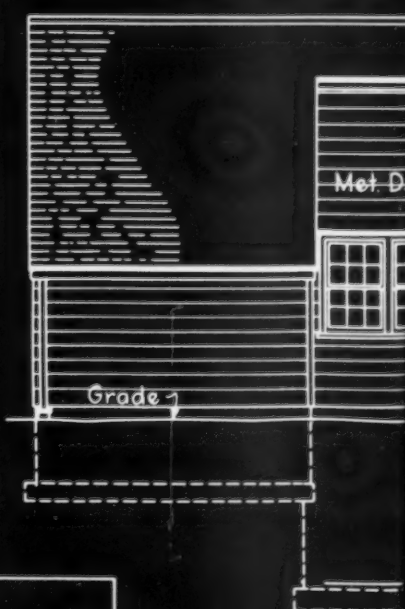
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LEFT SIDE ELEVATION



SECOND FLOOR PLAN



Design No. AB 128

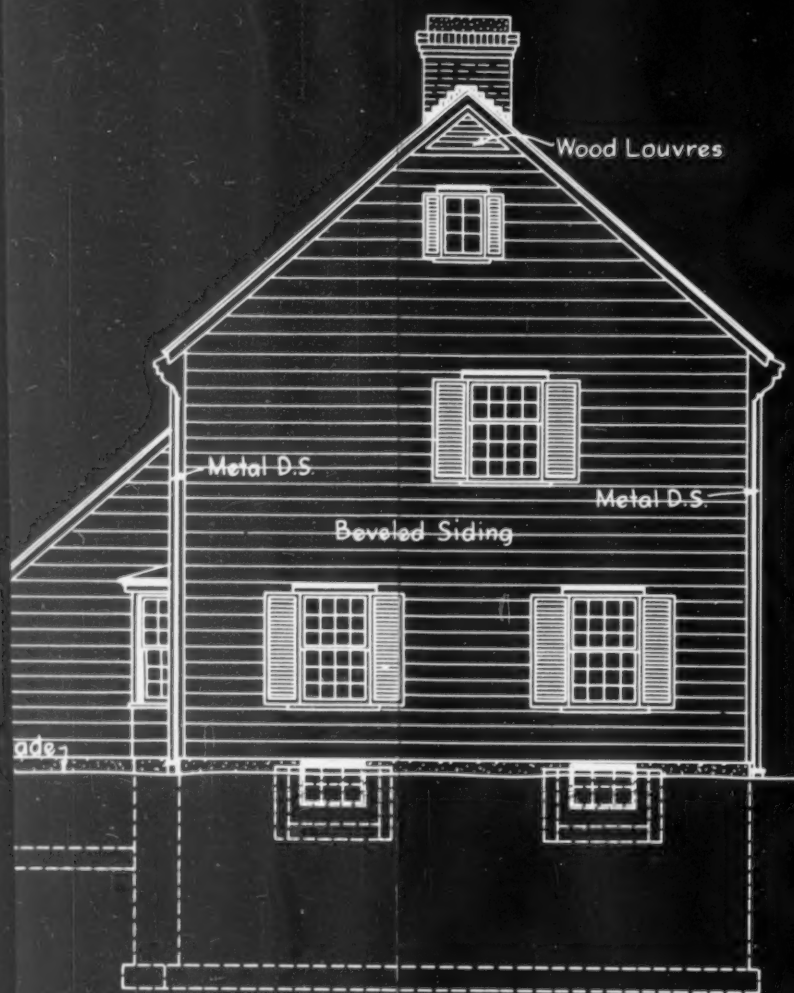
American Builder Blue Print Series

Designed By

Victor Civkin A.I.A.
12 Ermine Street

Architect
Fairfield, Connecticut.

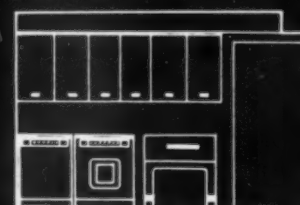
Simmons, Boardman Pub. Corp. 105 W. Adams St. Chicago, Ill.



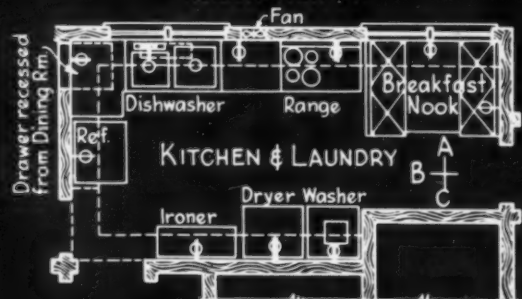
LEFT SIDE ELEVATION



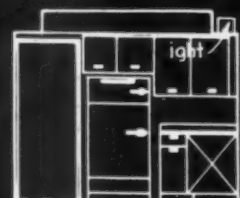
ELEVATION 'A'



ELEVATION 'C'



KITCHEN DETAILS



ELEVATION 'B'



SECOND FLOOR PLAN



REAR ELEVATION

Design No. AB 128

American Builder Blue Print Series

Designed By

Victor Civkin A.I.A.

Architect

2 Ermine Street

Fairfield, Connecticut.

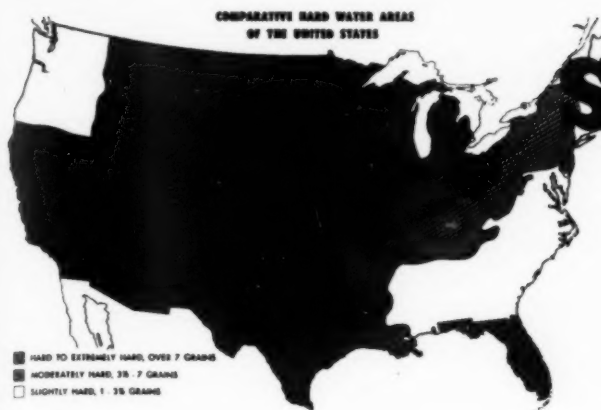
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SOFT WATER

Provides a longer life for pipes and drains, cuts kitchen operating expense by saving soap, and is a definite selling point that is valuable to home builders in all the hard water areas

SOFT water adds to the value of any home.

Home owners, prospective owners and tenants are becoming more conscious of this fact, and many builders are aware that soft water supplied in the faucets of a home adds a selling argument for that home.

Any water having a hardness of three grains or more of mineral salts per gallon is considered hard enough to need softening. Any hard-water problem can be solved today with water softeners for household use, and water softening equipment can be

used whether the water comes from a municipal supply or from wells. In communities where the water is generally very hard, it is usually softened through the complete water system of the town. In many places, however, it is left up to the individual home owners and builders.

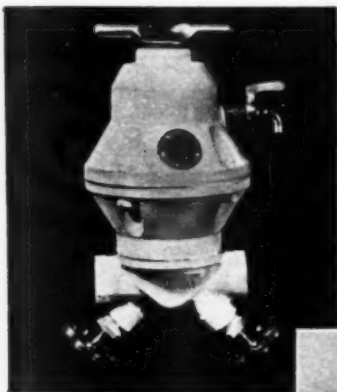
Probably the most widely used water softener systems are those that employ the zeolite process. Zeolite, a white, durable chemical, is contained in a water softening tank which may be installed in the home water system. Zeolite has an affinity for calcium and magnesium, the minerals that make water hard. These minerals are absorbed by the zeolite as the water passes through the tank. When zeolite is saturated with the minerals taken from the water, it must be "regenerated," or flushed with a solution of common salt and water. It is then ready to be used again.

Individual water softeners for homes can be installed in the water line. These are regenerated at regular

intervals. Water softeners are also installed on a service basis. A local company installs a portable softener in the water line at a convenient location. The company, in this case, owns the equipment and exchanges the tank at regular intervals.

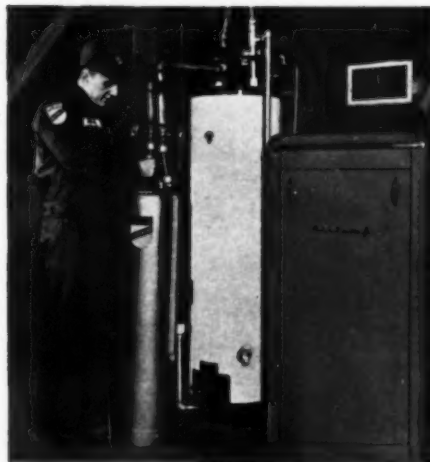
In homes where hard water is used, incrustations of minerals form in pipes, in water heaters and in faucets, clogging up the passageways and often resulting in large repair bills. Hard water can be hard on the pocketbook in many other ways, too. According to the New York State Department of Health, "The life of clothes washed in hard water is shortened 20 to 40 per cent," and it is estimated that the cost of hard water averages from \$75 to \$125 a year, depending on the hardness of the water and the size of the family.

Says the Bureau of Mines, United States Department of Commerce, in its Bulletin No. 328, "In the near future the residents of those sections where hard water prevails will no longer be willing to endure the discomfort and expense of hard water. . . . Indeed, the day is approaching when soft water will be as necessary for the comfort of the household as ice, gas and electricity are now."



ABOVE: Calgon's feeder, through which the chemical Micromet is fed into water to inhibit corrosion, "red water," and scale

RHEEM'S new automatic water softener with which the owner can "tune-in," or regulate by use of a dial. Regeneration of zeolite, the mineral which performs softening process, is controlled by an automatic timing mechanism



CULLIGAN'S water softener is installed in water line. Culligan's soft water service is available in most hard water areas

7'-6"
9'-0"
8'-6"

SNACK SPOTS

Modern kitchen planning of today includes built-in furniture and an area set aside for informal eating

AN EATING center conveniently related to, or made a part of the kitchen, is an essential part of today's home planning arrangement. The center can take the form of a breakfast bar that may be an extended portion of the kitchen counter. It may also be a separate dining nook, adjacent to the kitchen, or the conventional alcove which is an integral part of the kitchen. Sufficient space set aside for a small table and chairs, or a rounded area with fixed benches and tables constitute an alcove. All of these ideas come under the general classification of snack spots.

No matter how large or convenient the separate dining room or combination living-dining room is made, it is not possible to ignore the necessity of some eating being done in the kitchen. This does not mean that space provided for eating in the kitchen has to be unused space the rest of the time. It is possible to make this space available for other purposes as well. Flexible planning of time and space is necessary for the full utilization of all available area in the house.

With careful planning, these informal family gathering spots may be introduced without a great deal of expense and sacrifice of space from other parts of the house. The snack spot may be one of the most attractive features. Introduction of bright colors in adjoining walls, furniture and drapes help to make it inviting. Nooks of this type should be designed with care. Enough space should be allowed to avoid crowding. Movable furniture makes it easier to clean and permits more latitude in decorations.

THIS bright snack-bar has a modern sweep in both line and decoration. The chairs when not in use are pushed in under the counter and become an integral part of the built-in fixture. The counter provides an ideal work table after meals



A TABLE with Formica top and built-in seat upholstered in dark leather, does duty when mealtime is over. Cleared, it serves as a work table in meal planning

Photos by General Electric Co.



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EXTENSION of the Formica-covered counter in this dining spot for two is designed as part of the cabinet-unit. A continuous light strip is provided above the back splash
Photo by General Electric Co.



AN AIR of lightness was obtained in this remodeled kitchen and breakfast nook by removal of wall partitions, by changing window and replacing heavy benches and table with iron furniture
Photos by the makers of Armstrong Linoleum



MANY KITCHENS, especially older ones, suggest the layout of a snack spot. In the case above a window over the table was not available in the area set aside for eating, but fine ingenuity and imagination in the wall painting and the placing of the rattan screen make a cozy corner



NO small part of the kitchen at right is the planned eating space. The dividing wall is fashioned as a counter with both cupboards and drawers. Insulux glass blocks extend from counter to ceiling as a decorative motif

MANUFACTURERS

Producing Materials and Equipment for Use in New and Existing Kitchens

Cabinets

American Central Mfg. Co., Connersville, Ind.
Berger Mfg. Div., Republic Steel Corp., 1038 Belden Ave., N.E., Canton, Ohio
Boro Wood Products Co., Bennettsville, S.C.
Carr, Adams & Collier, 11th and Jackson Sts., Dubuque, Iowa
Colonial Products Co., Dallastown, Pa.
Coppes, Inc., Nappanee, Ind.
Crosley Corp., 1329 Arlington, Cincinnati, Ohio
Curtis Companies, 1200 S. Second, Clinton, Iowa
Elgin Stove & Oven Co., Elgin, Ill.
Farley & Loetscher Mfg. Co., Seventh and White Sts., Dubuque, Iowa
Frigidaire Div., General Motors Corp., 300 Taylor St., Dayton, Ohio
General Electric Co., Home Bureau, 1285 Boston Ave., Bridgeport, Conn.
Geneva Modern Kitchen, Inc., Geneva, Ill.
Guiberson Corp., Dallas, Texas
Harrison Steel Cabinet Co., 4718 W. Fifth Ave., Chicago, Ill.
Hotpoint, Inc., 5600 W. Taylor St., Chicago, Ill.
Huttig Mfg. Co., Muscatine, Iowa
Ideal Co., Waco, Texas
Ingersoll Steel Div., Borg-Warner Corp., 321 Plymouth Court, Chicago, Ill.
Kitchen Maid Corp., Andrews, Ind.
Lyon Metal Products Co., 321 N. Madison St., Aurora, Ill.
Macklanburg-Duncan Co., 123 Northwest 23rd St., Oklahoma City, Okla.
Marvel Metal Products Co., 760 Waveland Ave., Chicago, Ill.
Midwest Mfg. Co., Galesburg, Ill.
Morton Mfg. Co., 5105 W. Lake St., Chicago, Ill.
Murphy Door Bed Co., 19 W. 44th St., New York, N.Y.
Mutschler Bros., Nappanee, Ind.
Parsons Co., Traverse City, Mich.
Plastic Process Co., 662 N. Robertson, Los Angeles, Calif.
Royalmaid Kitchen Corp., 179 N. Tenth St., Brooklyn, N.Y.
St. Charles Mfg. Co., St. Charles, Ill.
Sellers Mfg. Co., Elwood, Ind.
Shirley Corp., Indianapolis, Ind.
Sterling-Freeland Industries, 122 S. Michigan Ave., Chicago, Ill.
Tracy Mfg. Co., Pittsburgh, Pa.
Westinghouse Electric Corp., 246 E. Fourth Ave., Mansfield, Ohio
Youngstown Steel Kitchens Div., Mullins Mfg. Co., Warren, Ohio

Cabinet Hardware

Adams-Rite Mfg. Co., 538 W. Chevy Chase Drive, Glendale, Calif.
Allied Hardware Corp., Brooklyn, N.Y.
American Cabinet Hardware Co., 416 S. Main St., Rockford, Ill.
Corbin, P. & F., New Britain, Conn.
Dedoes Machine Works, 2070 W. Eleven Mile Rd., Berkeley, Mich.
Lockwood Hardware Mfg. Corp., Pittsburgh, Mass.
McKinney Mfg. Co., Metropolitan and Liverpool Sts., Pittsburgh, Pa.
National Brass Co., 1599 Madison Ave., S.E., Grand Rapids, Mich.
National Lock Co., 1902 Seventh St., Rockford, Ill.
National Mfg. Co., Sterling, Ill.
The Stanley Works, New Britain, Conn.
Yale & Towne Mfg. Co., Stamford, Conn.

Dishwashers

Apex Rotarex Corp., 1070 E. 152 St., Cleveland, Ohio
General Electric Co., Home Bureau, 1285 Boston Ave., Bridgeport, Conn.
Hobart Mfg. Co., Troy, Ohio
Hotpoint, Inc., 5600 W. Taylor St., Chicago, Ill.
Jackson Dishwasher Co., 3703 E. 93rd St., Cleveland, Ohio
Kaiser Fleetwing, Inc., Oakland, Calif.
Thor Corp., 54th and Cermak Rd., Chicago, Ill.
Westinghouse Electric Corp., Merchandise Div., 246 E. Fourth Ave., Mansfield, Ohio

Floor and Wall Materials

Acorn Plastic Engineers, Inc., 561 E. 18th St., Erie, Pa.
Appelman Art Glass Works, N. Hackensack, N.J.
Armstrong Cork Co., E. Liberty St., Lancaster, Pa.
American Structural Products Co., Toledo, Ohio
Barclay Mfg. Co., 385 Gerard Ave., New York, N.Y.
Bird & Son, Inc., 47 Wilson St. E., Walpole, Mass.
Cambridge Mfg. Co., Box 71, Cincinnati, Ohio
The Philip Carey Mfg. Co., Wayne Ave. at Cooper, Cincinnati, Ohio
Chicago Plastic Tile Mfg. Co., 3069 W. Fifth Ave., Chicago, Ill.

Chromite Co., 141 W. Jackson Blvd., Chicago, Ill.
Congoleum-Nairn, Inc., Kearny, N.J.
Danbury Rubber Co., Danbury, Conn.
Dow Chemical Co., Midland, Mich.
Formica Insulation Co., 4614 Spring Grove Ave., Cincinnati, Ohio
Fremont Rubber Co., Fremont, Ohio
Gibbs Boardtile Corp., 615 N. Aberdeen St., Chicago, Ill.
Hood Rubber Co., 98 Nichols Ave., Watertown, Mass.
Johns-Manville, 22 E. 40th St., New York, N.Y.
David E. Kennedy, 58 Second Ave., Brooklyn, N.Y.
Robert Marcus, Perrins Ave., Trenton, N.J.
Marsh Wall Products, Inc., Dover, Ohio
Masonite Corp., 111 W. Washington St., Chicago, Ill.
Mastic Tile Corp. of America, 153 W. 57th St., New York, N.Y.
Metal Tile Products, Inc., Hastings, Mich.
Molded Tile Dept., C. F. Church Mfg. Co., Holyoke, Mass.
Mosaic Tile Co., Zanesville, Ohio
Thos. Moulding Mfg. Co., 165 W. Wacker Dr., Chicago, Ill.
National Tile Board Co., 1314 Blondell Ave., Bronx 61, New York City, N.Y.
National Tile Mfg. Co., Anderson, Ind.
Pittsburgh Corning Corp., Pittsburgh, Pa.
Pittsburgh Tile Co., Terminal Warehouse, Pittsburgh, Pa.
Plastic Tile Corp., 2446 Indiana Ave., Chicago, Ill.
Prestile Mfg. Co., 2860 N. Lincoln Ave., Chicago, Ill.
R. C. A. Rubber Co., 1833 E. Market St., Akron, Ohio
S. & W. Moulding Co., 990 Parsons Ave., Columbus, Ohio
Sloane-Blabon Corp., 295 Fifth Ave., New York, N.Y.
Standard Coated Products Co., 350 Fifth Ave., New York, N.Y.
Steel Wall Tile Co., 1706-10 W. North Ave., Chicago, Ill.
Technical Appliance Corp., Sherburne, N.Y.
Tile-O-Chrome Corp., Chicago, Ill.
Tile-Text Corp., Chicago Heights, Ill.
Tylac Co., Monticello, Ill.
United Plastic Tile Co., 855-A Commonwealth Ave., Boston, Mass.
U. S. Rubber Co., 1232 Avenue of the Americas, New York, N.Y.
U. S. Stoneware Co., Talmadge, Ohio
Upson Co., Lockport, N.Y.
Uvalde Rock Product Co., Azrock Div., Frost National Bank Bldg., San Antonio, Texas
Eugene Van Houston Associates, 350 Fifth Ave., New York, N.Y.
Vikon Tile Co., Washington, N.J.
Wallace Mfg. Co., Tenth and Fayette, North Kansas City, Mo.
Wright Rubber Products Div., Taylor Mfg. Co., 3056 W. Meinecke St., Milwaukee, Wis.

Metal Mouldings and Trim

Armstrong Cork Co., Material Div., Lancaster, Pa.
B. & T. Metals Co., 425 W. Town St., Columbus, Ohio
Herron-Zimmers Moulding Co., 3900 E. Outer Drive, Detroit, Mich.
Loxite Moulding Co., Chicago, Ill.
Macklanburg-Duncan Co., 123 N.W. 23rd St., Oklahoma City, Okla.
Marsh Wall Products, Inc., Dover, Ohio
Metal Trims, Inc., 2357 Wilson, Campbell, Ohio
S. & W. Moulding Co., 990 Parsons Ave., Columbus, Ohio
Trimedge, Inc., 4021 Mahoning Ave., Youngstown, Ohio
R. D. Werner, Inc., 295 Fifth Ave., New York, N.Y.
Youngstown Mfg., Inc., 70 S. Prospect St., Youngstown, Ohio
Wooster Products Co., Wooster, Ohio

Ranges

A. B. Stove Co., Battle Creek, Mich.
American Stove Co., 4901 Perkins Ave., Cleveland, Ohio
Caloric Gas Stove Works, 720 Widener Bldg., Philadelphia, Pa.
The Chambers Corp., Shelbyville, Ind.
Coleman Co., Inc., 248 N. St. Francis, Wichita, Kans.
Cribben & Sexton, 680 N. Sacramento Ave., Chicago, Ill.
Crosley Corp., 1329 Arlington St., Cincinnati, Ohio
Detroit Michigan Stove Co., 6900 E. Jefferson, Detroit, Mich.
Electromaster, Inc., Lafayette Ave., Mt. Clemens, Mich.
Estate Heatrola Div., Hamilton, Ohio
Frigidaire Div., General Motors Corp., 300 Taylor St., Dayton, Ohio

General Electric Co., Home Bureau, 1285 Boston Ave., Bridgeport, Conn.
Glenwood Range Co., 300 W. Water St., Taunton, Mass.
Hardwick Stove Co., Cleveland, Tenn.
Hotpoint, Inc., 5600 W. Taylor St., Chicago, Ill.
A. J. Lindeman & Hoverson Co., 401 W. Cleveland Ave., Milwaukee, Wis.
Majestic Mfg. Co., St. Louis, Mo.
Malleable Iron Range Co., Beaver Dam, Wis.
Maytag Co., Newton, Iowa
Norge Div., Borg-Warner Corp., 670 E. Woodbridge, Detroit, Mich.
Perfection Stove Co., 7609 Platt Ave., Cleveland, Ohio
Pressed Steel Car Co., 666 N. Lake Shore Dr., Chicago, Ill.
George D. Roper Corp., 340 Blackhawk Ave., Rockford, Ill.
Tappan Stove Co., Mansfield, Ohio
Thermador Electric Mfg. Co., 5119 District Blvd., Los Angeles, Calif.
Westinghouse Electric Corp., Merchandise Div., 246 E. Fourth Ave., Mansfield, Ohio

Refrigerators and Home Freezers

Admiral Corp., 3800 W. Courtland St., Chicago, Ill.
Amana Society, Refrigeration Div., Amana, Iowa
Crosley Corp., 1329 Arlington, Cincinnati, Ohio
Deep Freeze Div., Motor Products, Inc., North Chicago, Ill.
Estate Heatrola Div., Hamilton, Ohio
Frigidaire Div., General Motors Corp., 300 Taylor St., Dayton, Ohio
General Electric Co., Home Bureau, 1285 Boston Ave., Bridgeport, Conn.
Gibson Electric Refrigerator Co., Greenville, Mich.
Hotpoint, Inc., 5600 W. Taylor St., Chicago, Ill.
Kelvinator Div., Nash-Kelvinator Corp., 14250 Plymouth Rd., Detroit, Mich.
Norge Div., Borg-Warner Corp., Detroit, Mich.
Philco Corp., 445 E. Tioga St., Philadelphia, Pa.
Servel, Inc., Evansville, Ind.
Westinghouse Electric Corp., Mansfield, Ohio

Sinks

American Central Mfg. Co., Connersville, Ind.
American Radiator & Standard Sanitary Corp., Bessemer Bldg., Pittsburgh, Pa.
Crane Co., 836 S. Michigan Ave., Chicago, Ill.
Elior Co., Ford City, Pa.
Elkay Mfg. Co., 1874 S. 54th St., Chicago 50, Ill.
General Electric Co., Home Bureau, 1285 Boston Ave., Bridgeport, Conn.
Hotpoint, Inc., 5600 W. Taylor St., Chicago, Ill.
Just Mfg. Co., 6410 W. 21st St., Chicago, Ill.
Kohler, Co., Kohler, Wis.
Legion Utensils Corp., 40th Ave. & 21st St., Long Island City, N.Y.
Pride Mfg. Co., 49th and A. V. Railroad, Pittsburgh, Pa.
Robot Appliance, Inc., 1403 Industrial Bank Bldg., Detroit, Mich.
Tracy Mfg. Co., 3125 Preble St., Pittsburgh, Pa.
Westinghouse Electric Corp., 246 E. Fourth Ave., Mansfield, Ohio
Youngstown Mfg. Corp., Warren, Ohio

Unit Kitchens

Dwyer Products Co., Michigan City, Ind.
Ingersoll Utility Unit Div., Borg-Warner Corp., 321 Plymouth Court, Chicago, Ill.
Parsons Co., Traverse City, Mich.

Ventilating Fans

Air Conditioning Products Co., 2340 W. Lafayette St., Detroit, Mich.
Allen Corp., Rochester, Minn.
American Central Mfg. Co., Connersville, Ind.
American Blower Co., 8111 Tireman, Detroit, Mich.
Chelsea Fan & Blower Co., 1206 S. Grove St., Irvington, N.J.
The Diehl Mfg. Co., Findern, N.J.
Emerson Electric Mfg. Co., 8100 Florissant Ave., St. Louis, Mo.
General Electric Co., 1285 Boston Ave., Bridgeport, Conn.
Hamilton Mfg. Co., Two Rivers, Wis.
International Oil Burner Co., St. Louis, Mo.
Ilg Electric Ventilating Co., 2850 N. Crawford Ave., Chicago, Ill.
Manufacturers Products Co., 7530 Lindbergh Dr., St. Louis, Mo.
National Appliance Co., 4814 W. Vernor Highway, Detroit, Mich.
Pryne & Co., Pomona, Calif.
Scott-Newcomb Co., St. Louis, Mo.
Seco-Lite Mfg. Co., 4916 Eastern Ave., St. Louis, Mo.

(Continued to page 198)

3-Bedroom House Is Compact, Economical



LARGE windows in this living room-dinette combination provide excellent cross-ventilation and natural lighting

HERE'S a small house that combines beauty, utility, and compactness—plus economy. It is designed for five rooms, a dinette and full basement.

Windows throughout the house are generous in size and well placed. A three-window unit in the living room provides good light and ventilation. Two windows on the dinette side also give natural light. The dinette windows plus those in the living room permit cross-ventilation.

The dinette area is shielded from the front door by the vestibule wall which also serves to define the dining area. A convenient vestibule closet is provided.

Ample cabinet space in the kitchen is wisely placed for convenience. Two windows are installed over the kitchen sink. The kitchen is kept free of traffic. The rear hall leads directly to the basement, the side door, and the living room.

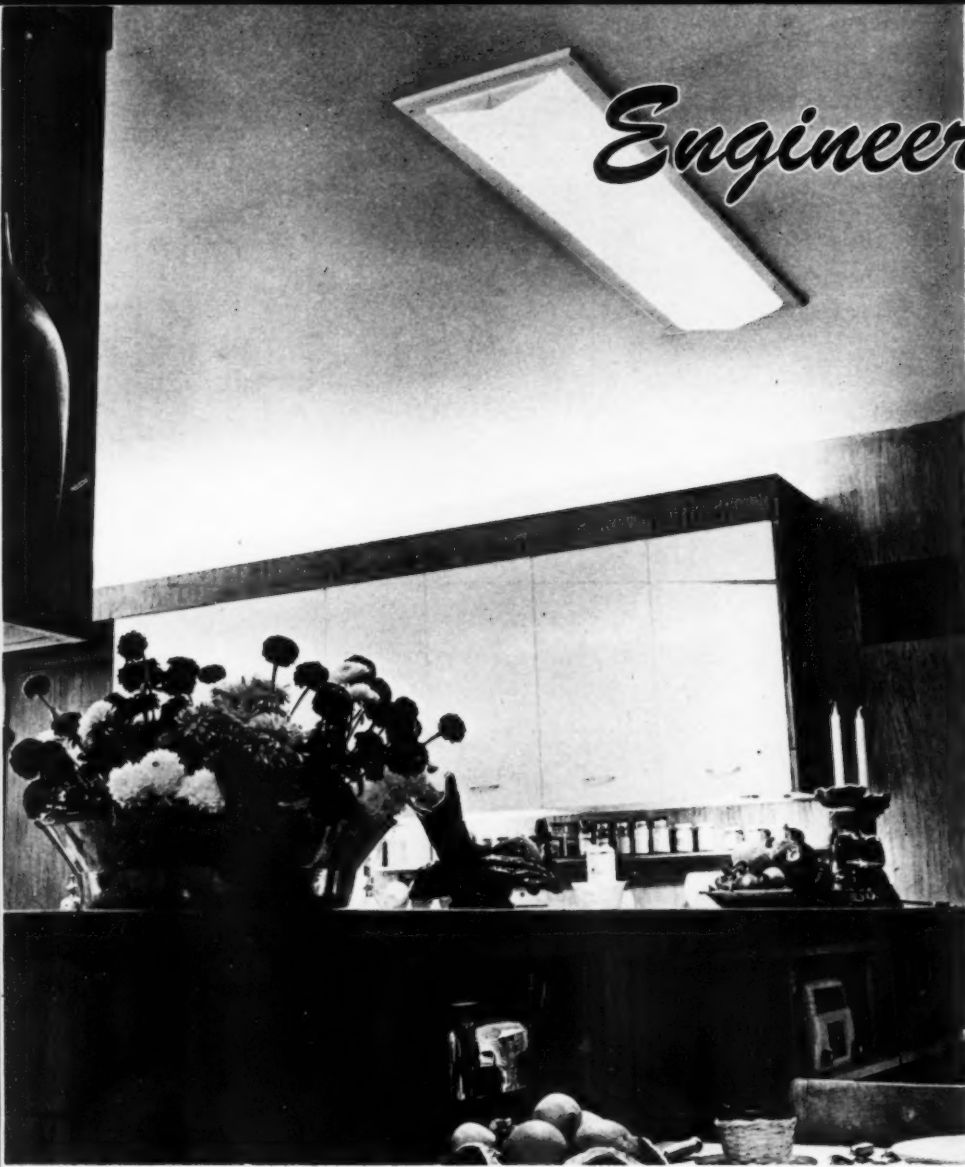
In the first bedroom, adequate light and cross-ventilation are provided by the front and side windows. Wall space is planned with care to permit a variety of pleasing furniture arrangements. A large wardrobe closet is provided.

The windows are arranged in the second bedroom so there are two locations available for a double bed.



THIS is July Weyerhaeuser Design No. 5127. More details on houses in the Weyerhaeuser series may be obtained from a 4-Square Dealer, or from Weyerhaeuser Sales Co., St. Paul, Minn.

Engineered House



Modern lighting technique for kitchen, laundry and recreation room is discussed and illustrated in this month's article on electric service. Each of these rooms presents an individual problem to the designers and builders of houses

Lighting for Function and Beauty

By O. D. Westerberg

Electrical Engineering Department, Northwestern University

THAT a home is far from cheerful without the magic touch of good lighting is quickly recognized. In this home emphasis is placed on lighting in all livable areas. Warmth in the home is suggested by combining incandescent recessed sources with long slender fluorescent tubes. Combining these components in a practical manner is functional and attractive. If it serves the functional purposes honestly and efficiently, it cannot avoid being beautiful. Nor is it too difficult to make lighting for this home come within the reach of an average pocket book. With proper planning these lighting effects are an integral part of the architectural features of the various rooms.

In new homes or in existing residences where kitchens are being

modernized, efficient lighting should be given as much consideration as other time-saving appliances. The cost is an insignificant percentage of the modernization cost as a whole. However, the benefits derived from a daylight kitchen include cheerful, shadow-free surroundings, freedom from eyestrain, fewer accidents, and lighting that helps the homemaker perform every kitchen task with greater ease in less time. The higher efficiency of fluorescent makes it possible to get as much light at every work center as you do by the window. The shape of the fluorescent fixture is appropriate in today's streamlined kitchen.

Sad experiences in using fluorescent lighting in homes have often resulted from over enthusiasm and

lack of information relative to proper wattages for specific applications. Due to its higher light output at lower power consumption, it has been regarded as a "cure-all" for residential lighting problems. The original and most logical use of fluorescent in homes is in work areas such as the kitchen, bathroom or laundry. The color of this light is particularly suited to use in these areas due to the predominance of white surfaces and light colored finishes. Many of the unfortunate experiences resulted from installations using adapter type units usually supplied with exposed tubes. The adapter unit that screws into an existing socket is unsafe due to the excessive weight thrown upon the delicate sockets. Adapter units are usually made for shorter length

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Construction Part II ELECTRIC SERVICE

tubes which do not provide adequate illumination for the tasks to be performed.

The use of too little fluorescent lighting is often worse than none at all. Small amounts of fluorescent with no incandescent lighting in kitchens creates a feeling of untrue and unfamiliar color values to most foods and fabrics. This objection, however, disappears when sufficient amounts of fluorescent are used in these areas. As a general rule, no kitchen or laundry is too small for two 40-watt fluorescent tubes in shielded fixtures. When this is combined with specific lighting over the sink and counter areas, the necessary amounts of illumination for true color discrimination are usually provided.

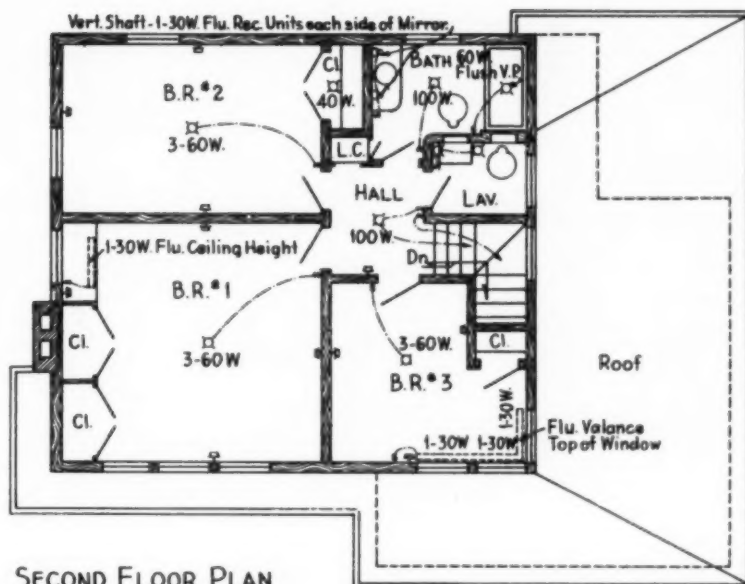
Interiors change in appearance when night comes and when artificial light is used, whether it be incandescent or fluorescent. The accustomed natural coloring changes, and a little time is usually required to become familiar with the new color tones. However after this feeling of familiarity arrives, one enjoys the change and freshness of a well-lighted interior. The change to night lighting can easily be made pleasing by careful use of the long lines of fluorescent light so well suited for use under cabinets, in valances and in various other architectural elements found in the kitchen, laundry or recreation room. Space limitations often call for their use. The advent of bent tubes in circles or arcs offers another opportunity in new fixture designs, and should be particularly suited for residential interiors.

Excessive heat from incandescent sources is often objectionable for "built-in" installations. Here again, fluorescent is a convenient solution because of light intensities with less heat radiation.

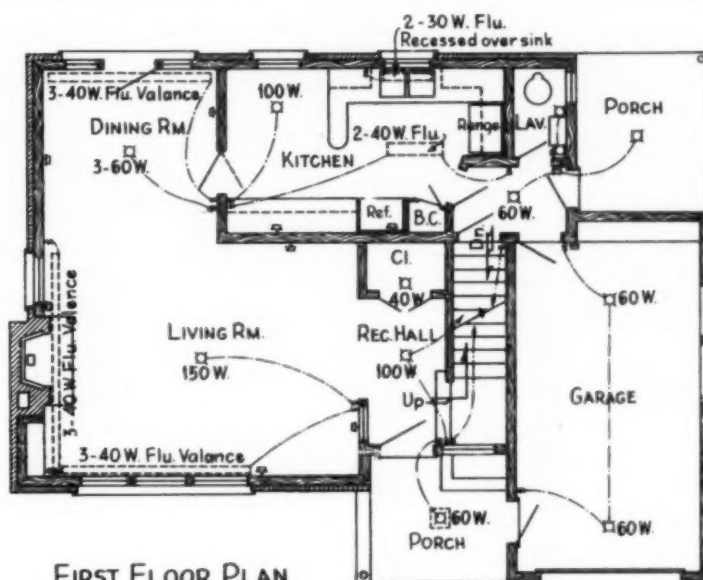
The illumination was designed so



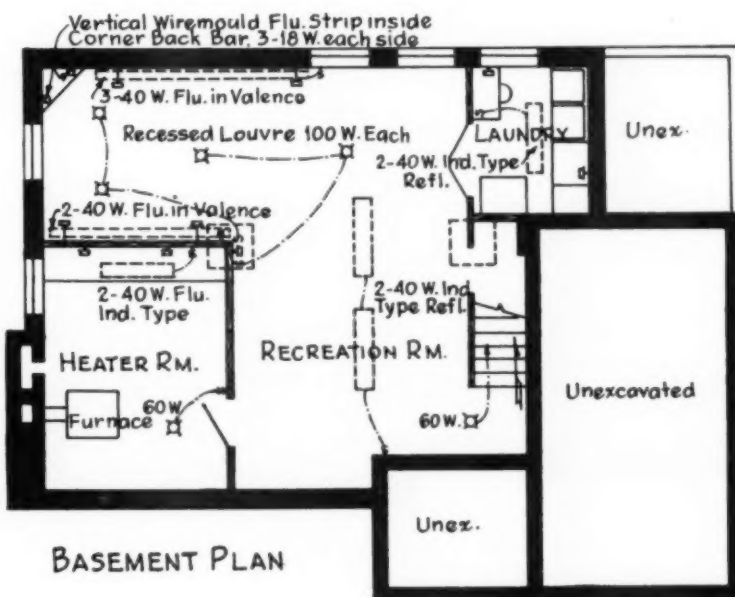
THE same Anicka Blueprint House used throughout the series on Engineered House Construction is used again in this month's technical discussion



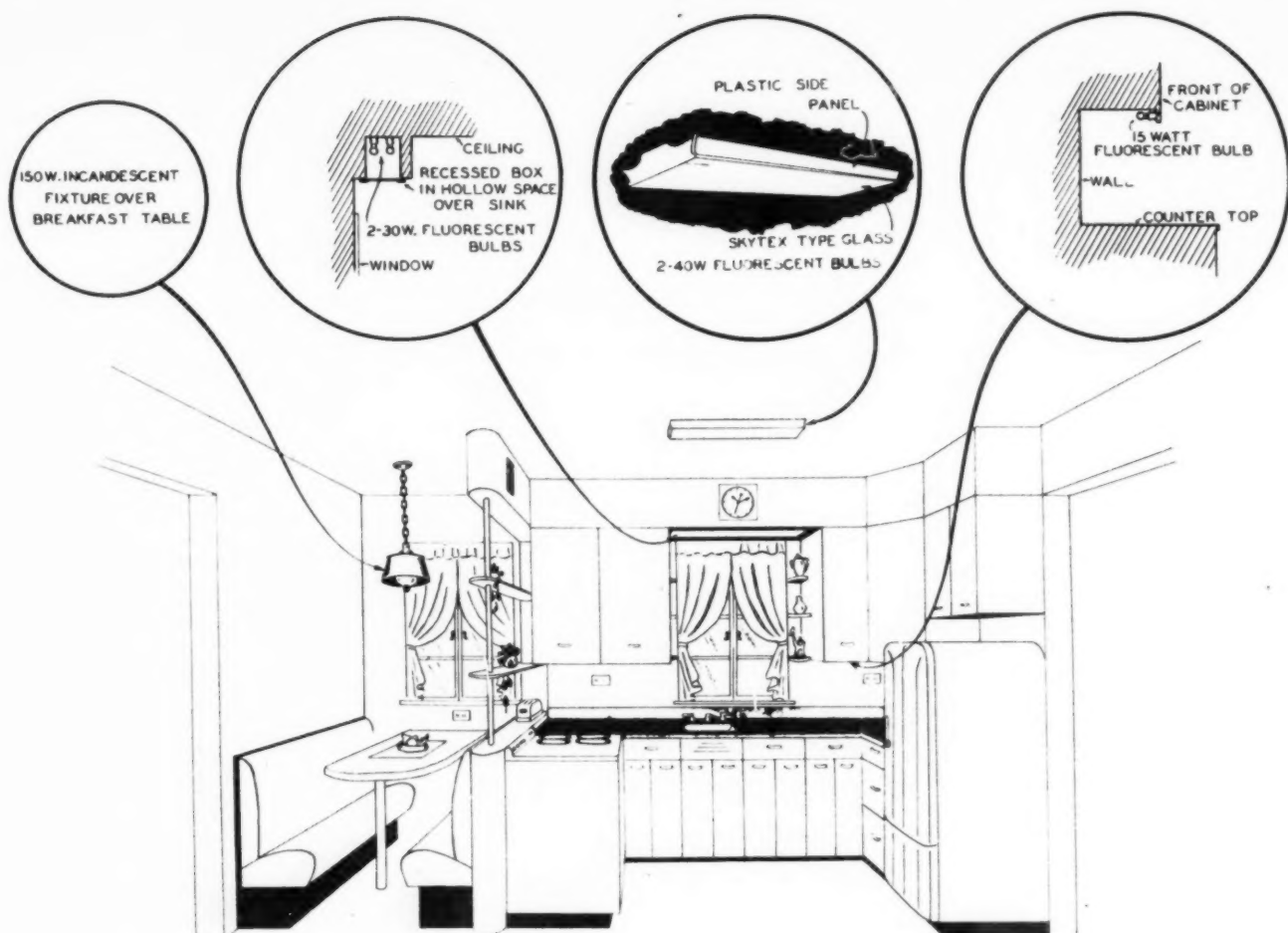
SECOND FLOOR PLAN



FIRST FLOOR PLAN



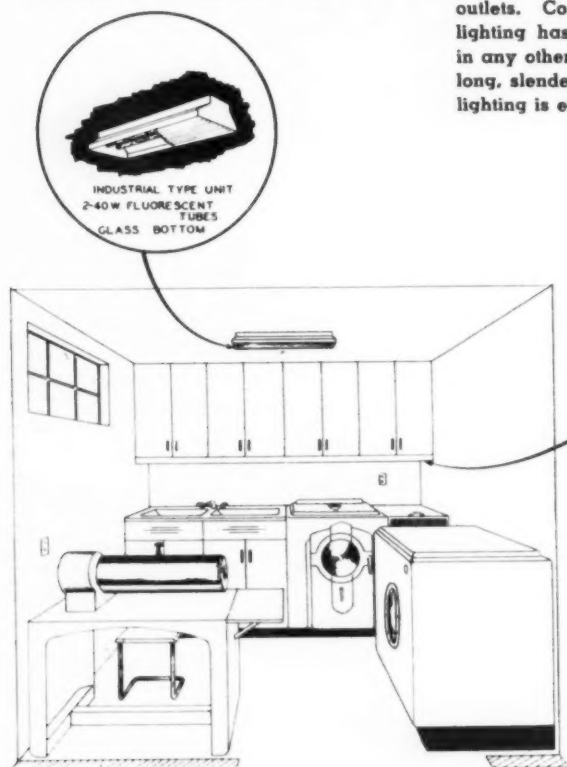
BASEMENT PLAN



THE KITCHEN is one of the most important work areas to be lighted in a house. All work surfaces should have a shadow-free high value of illumination. Furthermore, the use of tubes in coves, troughs or behind concealed strips injects a newness in workshops of the home that even a coat of

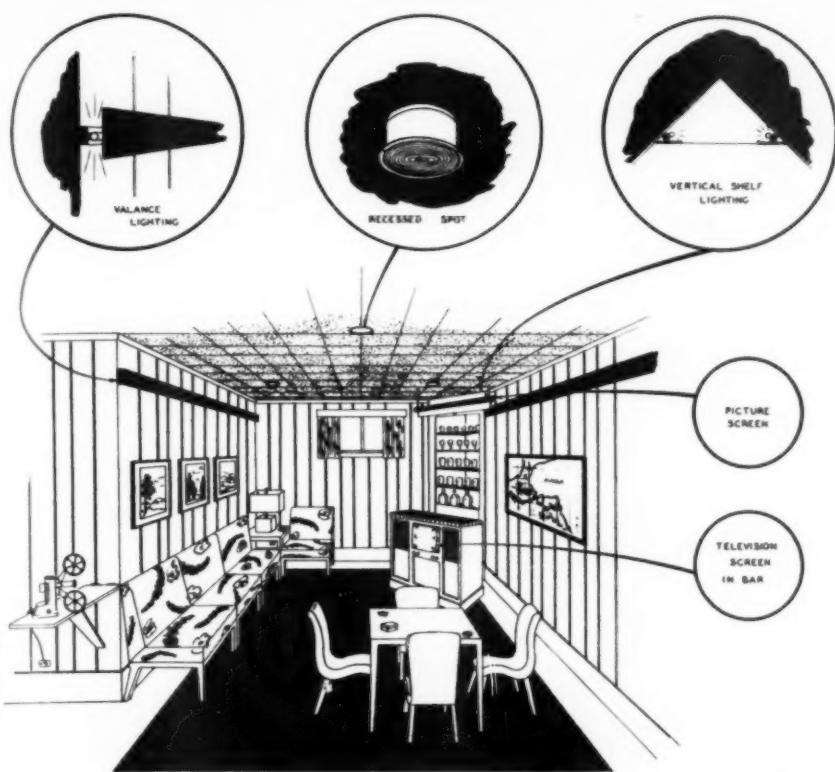
paint could not have attained. The central lighting fixture will give general illumination, but additional light is necessary over sink, stove, or work surfaces. In the modern kitchen, as in no other part of the home, is found a variety of electrical appliances, wiring devices and electrical outlets. Consequently, more fluorescent lighting has been used in kitchens than in any other room. Good utilization of the long, slender characteristics of fluorescent lighting is evident in this planned kitchen.

According to recent surveys, better than seven per cent of the nation's kitchens are lighted today by fluorescent tubes, and over 65 per cent of the women questioned expressed a preference for this type of lighting. Located over the sink is a recessed fluorescent reflector with glass cover and using two 30-watt fluorescent tubes. Additional fluorescent or lumiline lamps are placed beneath the cabinets, giving high levels of illumination of the working counters. Although the breakfast room is partially separated from the kitchen, a pendant-type incandescent fixture is recommended. The lighting that results is a well-diffused table illumination with softly shaded light in the rest of the area. This room could also have an alternate lighting system consisting of a recessed incandescent spot located directly over the table. Combining the incandescent of the breakfast room with fluorescent in the kitchen will create a relaxed mood



LAUNDRIES can be light, pleasant work areas. Simple lighting units located over working areas for good visibility will appeal to most women. The lighting in this laundry will make tasks easier, increase efficiency and reduce nervous fatigue usually associated with washday. It will also bring out scorch marks so often unseen until the article is used under daylight. Ironing scorchers, burns and spots are readily detected under light from the daylight fluorescent lamp. Good lighting, therefore, becomes a gain and an economy when used in laundries. Generous amounts of light are provided by using an industrial type two-lamp fluorescent reflector (two 40-watt daylight tubes) in the ceiling. Additional fluorescent tubes are located under the cabinets for illuminating the tub and washing machine area. Well-planned laundries, such as this one, are important features in the new houses of today

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AN APPEALING decorative note in the recreation area is made by underlining the modern lighting with a wise choice of furniture against a background of soft colors. This room suggests the possibilities in lighting effects and usefulness as an informal living area. It can serve as a playground for children with plenty of light for their games. As a playground for adults it is colorful, festive and attractive. The lighting was designed for all activities that reasonably may take place within the recreation area. Simple downlights flood the bar area, the card table or reading group. Valance lighting serves a dual purpose. It throws an indirect soft light to the ceiling, making it attractive and bright, and also provides well-distributed light over pictures, murals or draperies. It further provides good reading light for those seated on the divan. Ornaments, bottles or knick-knacks located on glass shelves in the back bar take on new life when lighted. Slim tubes of fluorescent or lumiline produce a warm glow emphasizing the color of the objects

Next month the electrical engineers will describe and illustrate the correct wiring technique for the modern house. All the details of rough wiring from the line pole through all circuits of the entire house will be discussed with the idea of giving all readers an understanding of the fundamentals of good home wiring for permanent value and service

as not to be the center of interest alone, but to shed enough light to create a center of interest around a given area. The fixtures selected are utilitarian and functional, but attractive in appearance. They are in proper proportion to the shape and size of the rooms. Sometimes extremes are acceptable in proper settings, as in the recreation room, for instance. Here a modern interior combines the use of long ribbons of light with multitudes of small ceiling spots and becomes acceptable due to other interior treatments. Each lighting unit is definitely functional for a given area and for a specific purpose.

Simple lighting units located over play and work areas for good visibility will also appeal to all members of the average family.

Functional lighting provides the necessary seeing levels of illumination for the various home tasks. Providing

these lighting needs was the keynote in the design of the system worked out for the house used here as an example.

The areas treated are as follows: 1. reading; 2. sewing; 3. cooking; 4. eating; 5. washing dishes; 6. entertainment; 7. many others.

These were considered individually with respect to given rooms and the lighting was designed as economically as possible to satisfy these needs. Simplicity in design creates an appearance of harmony and restfulness. It is easy to combine color and various periods of furniture with a neutral lighting arrangement of this type. The absence of ornamentation and visible structural parts causes the lighting to blend into ceilings and walls. The small "thumb-nail" sketches are suggestive, and should act to stimulate imagination in solving many home lighting problems. However, when

adopting them, sufficient general lighting must be provided for moving about, cleaning, and for the softening of all shadows. It serves to eliminate the contrast between dark ceilings and luminous panels.

By combining light with color any room can be one of magic. The combination can alter any room's dimensions, expand or contract its space, lend mystery, make for gaiety or coziness, or even change a mood completely. Color and light can be the homemaker's best friends if handled with real understanding. The combination of both incandescent and fluorescent will contribute to proper blending and true evaluation of colors. Hospitality and cheerfulness are the keystones of properly lighted rooms.

The kitchen, laundry and recreation room are the activity centers of today's modern home. Efficient lighting is essential to these areas.

We're Going to Build a Big House
I Will Wait and Build Later
We Are Going to Build a Country Home
We Want a Small Home
I Want to Rent an Apartment
We Want the Latest Things



The Theme of "House Talk" Is Changing

by R. E. Saberson

THERE has been a big change in "housing talk" during the past year . . . a pronounced shift in emphasis. People in all walks of life are now talking houses whereas it wasn't so long ago that most of the conversations pertained to the emergency aspects of the situation . . . the plight of homeless veterans and their distressed families.

We hasten to point out that we are not claiming that the housing emergency is worse than ever. During the past several months we have visited several cities where there seems to have been little change in the situation. In others a marked improvement is readily detected; while in some areas housing is no longer a problem.

What interests us greatly under such circumstances is the fact that we now are hearing more "house talk" than ever. Today those families who are without adequate housing are still considering their problem but it is an entirely different story than it was a year or so ago. In addition a great many more families are discussing the subject even though they may own their own homes. In other words, more and more families are becoming house conscious every day and it is all being brought about by the many interesting stories being written about new developments in practically every functional part of the home and the endless number of intriguing advertisements which describe them in a manner that is beginning to make existing homes seem strangely out of date and inefficient.

Some people who have houses are beginning to feel that they are out of date and inefficient. "It's because of a barrage of publicity," says Saberson, "that has been increasing since the close of the war"

This barrage of publicity has been increasing in intensity ever since the close of the war when much of it was built around the hopes of the many manufacturers rather than available products. Today the results of long years of research are bearing fruit and already people are beginning to talk about what they propose to include in their new homes. Never in all history have so many home improvements been developed as during the past two or three years. Undoubtedly this factor of obsolescence is to be increased enormously during the years to come.

By "housing talk" we mean dinner table conversations in which guests discuss heating plants, air conditioning units, exteriors that do not require constant repainting, danger-proof bathrooms, mobile partitions, glare-less lighting systems, new types of floors—and the inevitable workless, dirtless, automatic kitchen that banishes drudgery for the housewife who long ago gave up all hope of obtaining efficient household help. In many, many cases it is going to take an entirely new home to meet these

changed conditions and new ideas.

"Let me tell you what we're going to have when we build our new home" has become one of the main topics of conversation nearly everywhere you go. And what other subject, may we ask, is more interesting?

A year ago (let's make it two years to be on the safe side) it was different. The job then was for the homeless veterans to find living quarters even if it was no more than shelter. It was so closely akin to the panic stage that home owners and renters were thanking their lucky stars they had a place to live. "It will be good enough for us for a long time to come" was the consensus, but already many of them have begun to talk differently.

During the emergency stage of the situation it was no wonder that worried veterans found themselves "purchasing" entirely unsatisfactory shelter at a price that, some of these days, will buy a modern home with all the comforts and conveniences they are now reading about.

That most of these early buyers will never be able to pay off the mortgage goes without saying. Furthermore, why should they do so, they ask, when they will be able to get the newest things in homes, a few years hence, for less than they owe on the one they already are heartily ashamed of.

It isn't only the size of today's down payment that prevents veterans from buying homes at the present time. It is their unwillingness to acquire too large an equity in a piece of property that isn't up to the stand-

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Buyers Want Dream Houses

"Of course I've got enough money (or the necessary credit) to make the down payment," said a veteran recently in discussing the sudden shift from "nothing down" to a far larger sum. "I've got almost enough in cash and can easily borrow the rest, but I'd be a plain sucker to tie myself up on a deal like that. My wife has her mind made up about several things she wants in a home. This particular house has none of them. She wouldn't be satisfied. Neither would I. We're going to wait it out until we can get what we want . . . and at a price we can afford to pay."

When we suggested the possibility of continued high prices, he wasn't at all concerned.

"Maybe so," he said with a shrug of his shoulders. "The real-estate man who is trying to sell me the home told me it would cost more in the future, rather than less. Trouble is, I don't believe it. But even if that is true, we've made up our minds we don't want the damn thing anyway."

Then the vet pulled an attractive folder out of his pocket and asked us to look it over.

"I know what you're going to say," he interjected, as we suppressed a grin. "I've read a lot about the houses of the future and I've chased some of the stories down. Invariably the promise was bigger than the product but perhaps that is only natural at this stage of the game. But I'm betting that where there is so much smoke there must be some fire. By the way, a friend of mine sent me that folder. He says he has seen the demonstration home. He's waiting. So am I. If it's not that particular house, it will be something else. They are getting closer all the time."

Public Likes New Conveniences

The folder described the house as "a new standard of living . . . the home of cheerful convenience." There were pictures of the attractive exterior, close-ups of construction details and the factory behind the product. Interior views showed the living room with picture window, built-in bookshelves; spacious master bedroom with large closet, built-in wardrobe and vanity, eight-foot mirror; built-in shelves and cabinet in dining room with "pass-through" counter space from kitchen; kitchen with exhaust fan, lighting fixtures, dishwasher - clothes washer, automatic water heater in utility room, cabinets, work counter with convenient electric outlet; colorful bathroom with combination tub and shower, medicine cabinet, copper plumbing pipes; sec-

ond bedroom with ample wall space and a large closet with sliding doors.

"The simple, efficient, extremely economical radiant heating system" had been subjected to a two-year test in severe winter weather, according to the folder.

Other sales points: Volume-produced, low-cost; insulated roof and walls; easy-sliding interior doors; eight big closets (twice the normal amount); no unsightly radiators or grilles; three times stronger than conventional construction; termite-proof, ratproof, vermin-proof, rustproof, fireproof, decay-proof. Never needs repainting, redecorating or re-roofing.

"Do you see why I'm waiting?" asked the veteran as we handed back the folder. "Maybe I won't get it but even if I don't, I won't be any worse off than I am now."

A few evenings later in the locker room at the golf club the talk of the foursome turned to housing.

"Got to hurry home and take the wife out to dinner," said one player as he gulped his highball.



EVERYONE is looking at new houses

"What's this I hear about selling your house?" asked another.

"We're all fed up," was the reply. "Too big. The children are married and gone. We've had no help now for more than three years. It wasn't so bad when the girls were home but my wife is killing herself trying to keep the place up. We're going to spend the summer at the lake and hole up some place in town or down South during the winter. In a few years we'll build ourselves a little house with all the new things in it."

They are building a huge residential hotel in a southern city we recently visited. Lowest priced accommodations are several one-room efficiency apartments at \$150 a month. Most of the others run from \$1,000 to \$1,500 a month.

"Cheaper than keeping up a big

home" was the answer to our question concerning tenants. "Lots of big homes here are struggling along with little or no help."

A few evenings later in another city the hostess spent half the time showing guests what she was going to have "in the little house we are going to build farther out in the country some of these days." A pile of magazines a foot high were all marked for ready reference.

That's what we mean by the big shift in housing talk. The wild promises of hopeful promoters are giving way to actual achievements which affect the livability and efficiency of homes from top to bottom.

Radical Changes in Homes

Perhaps it is not yet fully appreciated how important these changes are, not only to little families with big homes, but to big families with little homes. They appeal to everyone regardless of whether they are home owners (in every classification), renters or merely hopeful prospects.

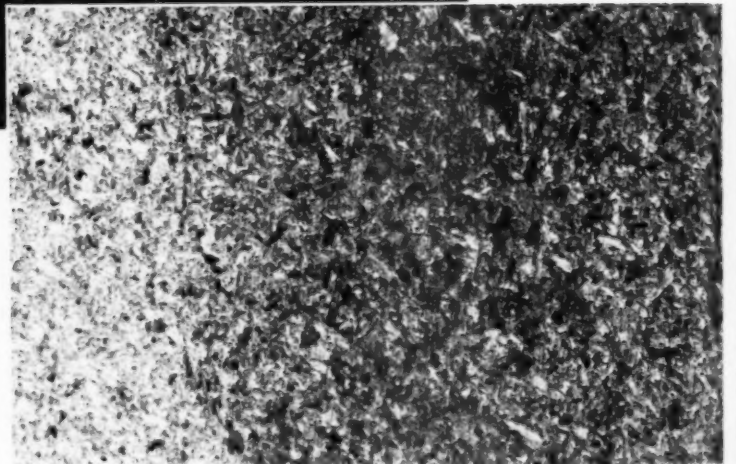
It is needless to point out that changes of such proportions do not take place overnight. Fortunately they are evolutionary, rather than revolutionary, in nature. But they are taking place just the same and the yen to own the latest thing in homes is just as strong as it is in automobiles, clothes, radios or anything else.

American ingenuity and industrial research being what it is . . . and the need for economical, efficient, convenient housing being as great as it is, it is no wonder that magazines and newspapers are filling up with interesting information concerning the new and wondrous developments that are taking place in the housing world. Thanks to the urge which stems from our system of free competitive enterprise, the industrial giants of our great nation have not fallen down on the job. They are not aiming their research guns at *minimum housing* but are striving for maximums in efficiency, comfort, convenience and economy. Already their efforts are bearing fruit. What they have developed up to the present time is causing more and more families to think and talk homes and that of course includes home owners, renters and the countless prospects who still are doubling up or living in temporary quarters. Such talk must be regarded as a weather vane which points to the world's greatest market. Not only are the majority of today's homes rapidly growing out of date but, so far as their present owners are concerned, they are built in the wrong locations.

WOOD WASTE Now



Age-old problem of utilization of wood waste in manufacture of finished wood products solved by Curtis Companies, Inc. in development of Prespine panels from pine waste. New board now being used for door panels and in kitchen cabinet units



THIS photograph is a closeup of the face of the new board showing the actual size of wood particles as they appear in finished product. Photo at top of page is closeup of some of the waste material

THREE years of extensive research has culminated in the successful development of a process for utilizing wood waste in the manufacture of a new wood panel. The new panel is basically wood, looks like wood, can be handled and used like wood. In some respects it has qualities which are superior to wood and other materials. The panel material, developed by Curtis Companies, Inc., Clinton, Iowa, is now being incorporated in that firm's quality line of woodwork, principally in door panels and kitchen cabinet units.

Because the basic raw material is pine waste, the new product is known as Prespine. Briefly, the manufacturing process consists in grinding sawdust, shavings and other waste material from current factory operations to the uniform consistency of fine sawdust. Using a synthetic

resin and other ingredients as a binder, the mixture is put through a pressing operation, to produce a quarter-inch board with a specific gravity of about 1.0.

The new product is not foreign to the woodworking or building industry because it is basically wood—about 93 per cent. Chemically the wood particles have not been changed. The board is very close to the natural color of pine and will not vary in color as much as the sapwood and heart wood of pine.

Its bending strength compares favorably with those of solid wood and other products of the same width and thickness. In impact tests it shows greater resistance than solid wood of the same thickness. The surface is ten times more resistant to denting than the natural wood and other board panels. The new material has proved

especially resistant to the usual damage incurred by ordinary warehousing, shipping and handling.

In shrinking and swelling tests with moisture, Prespine shows very little dimensional change. In warping tests it has failed to show any appreciable weaknesses not already present in ordinary plywood or lumber. Because there is no directional alignment of fibre, but rather a mass of small particles, some of the disadvantages of grain in natural wood, where they are disadvantages, are eliminated. There is no grain raising and very little variation in texture and appearance in Prespine.

This new product has been tested in every conceivable manner. It has been boiled in water for seven hours, then frozen for 24 hours, and then dried. The surface was roughened slightly by the swelling of the small

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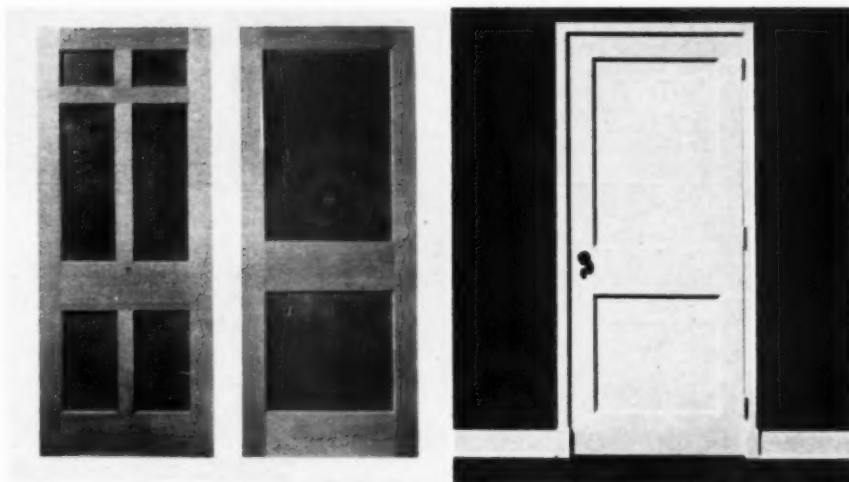
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Curtis

Converted into Fine Woodwork

particles on the face of the board, but it was easily sanded to its original surface texture and appearance. Exposure to weather for seven months, without paint or any type of protection, produced some swollen particles on the surface which were sanded down to restore the original finish.

Because Prespine is wood it can be machined economically and easily by conventional woodworking equipment. In many instances it will machine easier than natural woods and will produce a sharper, more durable edge.

The new material can be treated by painters just as any other wood product. It will accept any color stain but does not have the variation in color of natural wood with grain.



THE two doors at left have Prespine panels. Note there is but slight variation in color between the pine stiles and rails and the new panels. The door at right, with panels of the new material, has been painted and illustrates the finished product



AT LEFT the Prespine panels are emerging from the huge press which forms them by extreme pressure and heat. Above, the freshly pressed board is being loaded on a truck and transported to trimming and sanding machinery in main plant

It can be grained by any good painter. When painted Prespine presents an excellent bond with no danger of surface irregularities caused by grain raising or glue joints. It will not cause cracks or checks through paint and will not cause any paint discoloration. There is no grain raising and the edges of Prespine provide an excellent surface for finishing.

All the potential uses for the new board have not as yet been determined. The output of the product by Curtis Companies, Inc. at the present

time is being entirely utilized in production of door panels and kitchen units, and is available only in the firm's finished products. It is not being offered to the industry now as a building board. Plans are under way for expansion of production facilities, and until these have been completed and are in use, no effort will be made to merchandise the new panels except as a part of the Curtis woodwork line. The product was introduced to the Curtis sales organization at a recent meeting in Clinton.



How-To-Do-It Pointers

Proper Installation of Metal Mouldings And Trim in Modern Kitchens

LASTING beauty and durability of any kitchen depends much on the care taken in the selection and installation of trim and moulding materials. A large variety of types and styles are supplied by manufacturers today, and the advantages of metal trim and moulding are many.

Good metal trim and moulding will not warp, shrink or expand; is not affected by sunlight, moisture, extreme temperatures, soaps, waxes and cleaners; will not chip, crack, fade or peel. The builder will do well to demand the assurance of these characteristics in the materials he selects.

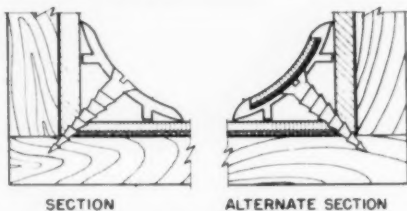
In the installation of metal base cove mouldings, it is important that they are securely fastened to the wall and floor so that no open space is left

through which water and dust may collect. Excessive dampness behind mouldings may cause the woodwork to which the mouldings are attached to rot; thus allow the mouldings to come loose.

Fitting of base mouldings is of prime importance, but unless they are properly secured no amount of proper fitting will insure their lasting attractiveness.

Corner and cove trims around the base of the sink backsplash add beauty and insure durability. Here water-tight fittings are mandatory. In ordering cove and corner trims for sinks, the builder should be careful to specify the gauge or type of sink covering to be used. This will insure proper insert sizes in the trims, and help insure a water tight fit.

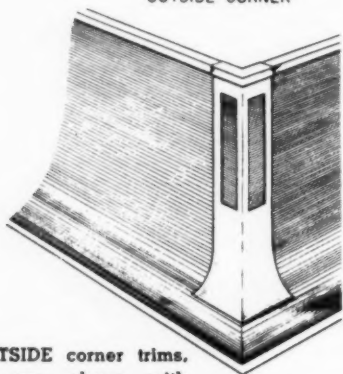
Floor Treatment



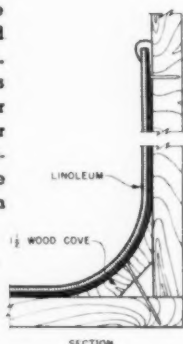
ONE method of installing metal base cove mouldings. Sections secured by screws

Drawings and data courtesy of B & T Metals Co.

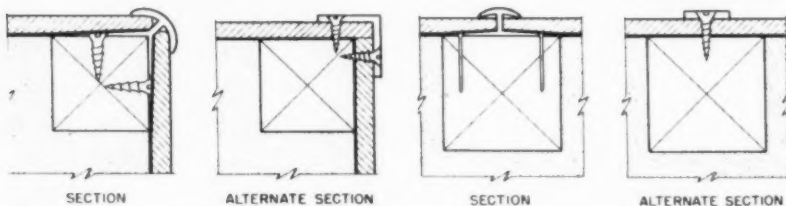
OUTSIDE CORNER



OUTSIDE corner trims, as one above with linoleum inserts, are easily installed; prevent excess wear and strain. Heads of the screws are concealed by linoleum facings. Drawing, right, shows linoleum application for base cove moulding or sink backsplash. Linoleum is held in place by cap, wainscot trim



Wall Treatment



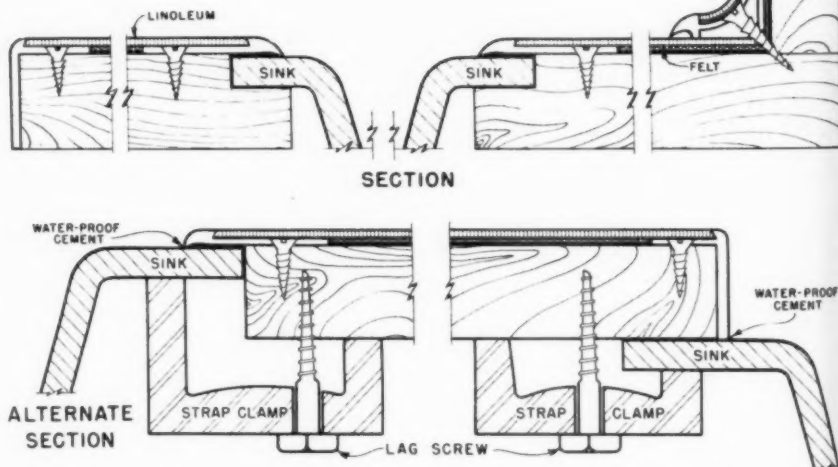
FLAT wall board surfaces are trimmed at corners and joints. Alternate methods for each are shown above

Counter Top and Sink Treatment

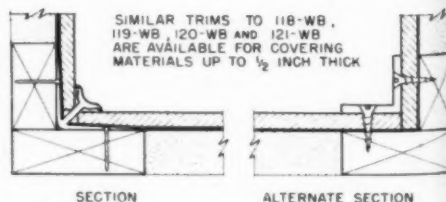
NOTE:

SECTIONS SHOWN ARE FOR STANDARD GAUGE LINOLEUM. SAME SECTIONS ARE AVAILABLE FOR OTHER THICKNESSES OF MATERIAL

MASTIC OR CEMENT	—
FELT	—
LINOLEUM	—
WALLBOARD	—



IN the usual sink installation, carpenters are responsible for squaring the counter top. Installer adds thin coat of cement. Linoleum is applied to surface; thoroughly rolled to eliminate air bubbles. Above, alternate sections for sink installations



SIMILAR TRIMS TO 118-WB, 119-WB, 120-WB AND 121-WB ARE AVAILABLE FOR COVERING MATERIALS UP TO 1/2 INCH THICK

INSIDE corner trims may be assembled simultaneously with the wall, or later, depending upon trim used

For Other How-to-Do-It Pointers

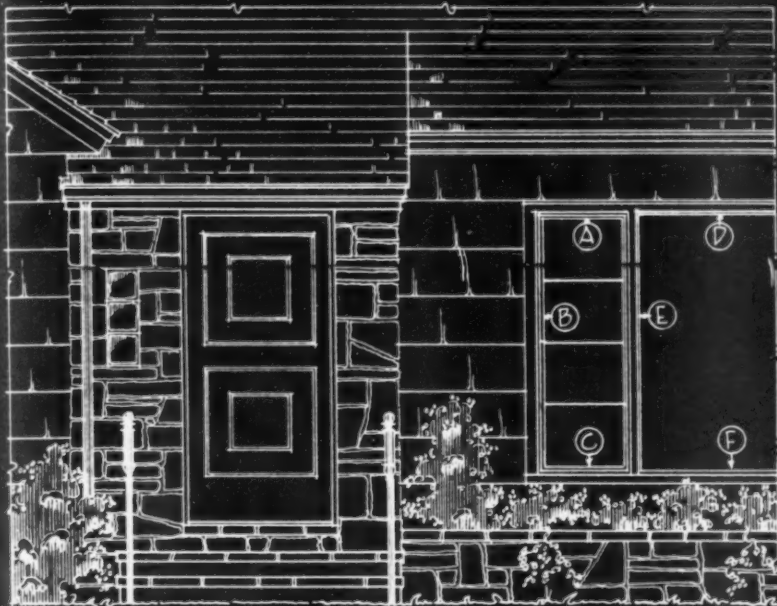
(Continued to page 164)

AMERICAN BUILDER'S BETTER DETAIL PLATE

American Builder, July 1948.

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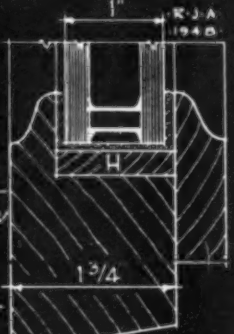
NO D-45 . METAL . WINDOWS . IN . FRAME . CONSTRUCTION .



ELEVATION.

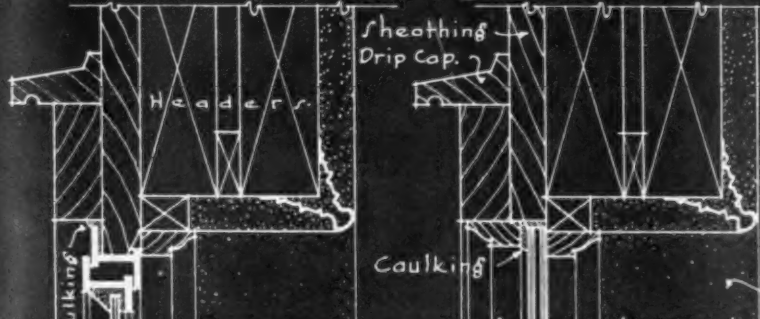
House designed in harmony with today's style trends feature a more generous use of glass. Thermal insulated glass (two sheets of glass with a sealed airspace between) is being used extensively for large view windows; a stationary sash requiring no screen or storm sash. Double hung windows or casement sash used at sides for ventilation.

Follow manufacturers details and instructions for proper installation.

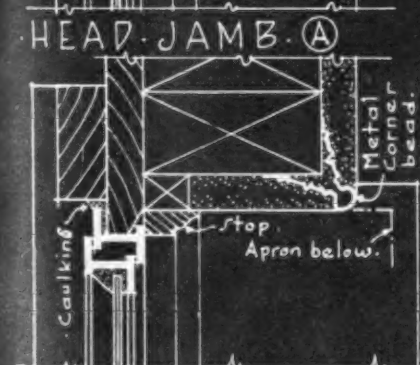


1" GLASS.
1 3/4" SASH.
Note: Set Thermal Insulated Glass on two pine setting blocks "H" set in from sides 1/4 the width of glass. Size of blocks 1/4" x 3" x glass thickness.

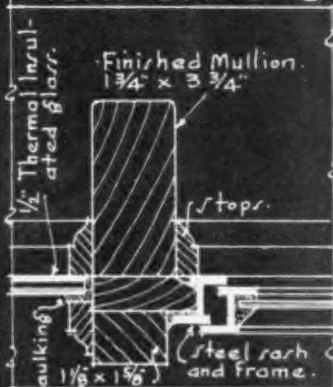
Sections at left are for a picture window of thermal insulated glass with steel sash at sides for ventilation. Detailed for use in frame walls. Sections below show construction details for metal Double Hung windows and metal interior trim used in frame construction.



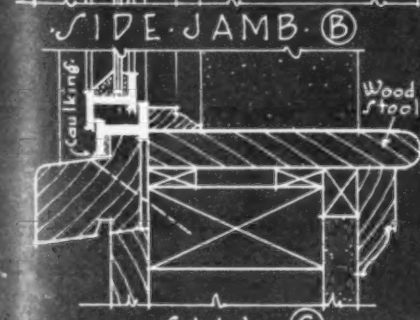
HEAD JAMB. D



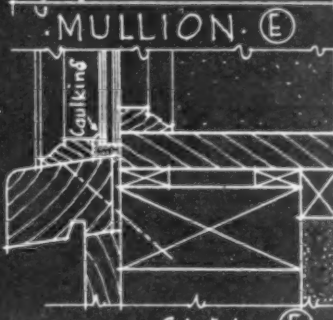
HEAD JAMB. A



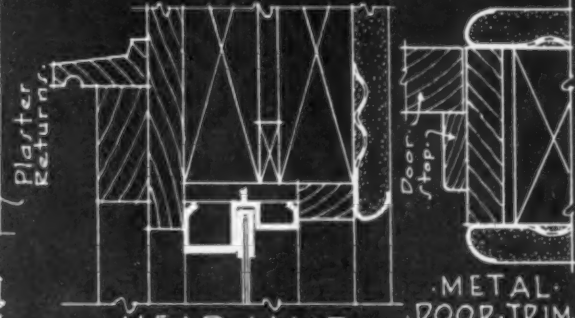
MULLION. E



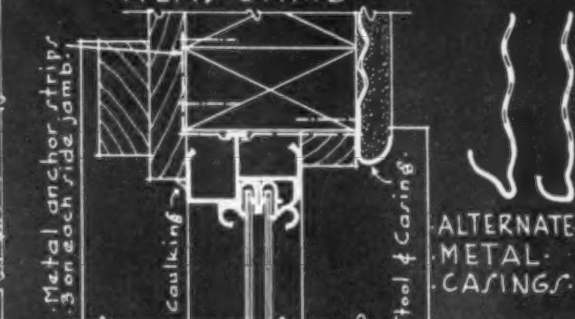
SIDE JAMB. B



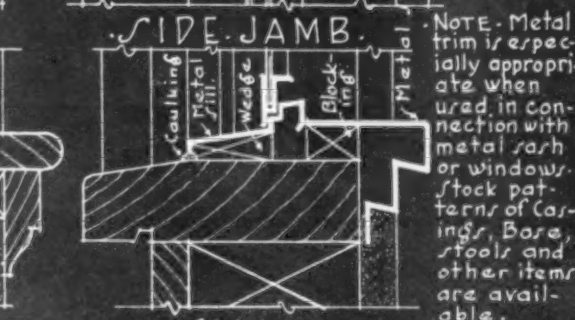
SILL. C



HEAD JAMB.



SIDE JAMB.



SILL.

METAL DOOR TRIM.

ALTERNATE METAL CASINGS.

NOTE: Metal trim is especially appropriate when used in connection with metal sash or windows. Stock patterns of Casings, Base, stools and other items are available.



NEW PRODUCTS

Offered by Manufacturers

ORNAMENTAL IRON

AB7806

Ornamental iron is the latest product to be factory cut for assembly on the job. This new method of manufacture devised by the Dallas Iron & Wire Works, Dallas, Texas, makes possible wider and more varied uses of ornamental iron railing. Pickets and scrolls so produced can be arranged and re-arranged in over 1,000 differ-



ent patterns. They can be used for fences and gates, terraces, porch and stair rails, or even as burglar guards and balcony rails. The upper and lower rails are punched on 2-inch centers allowing varied spacing of pickets and insertion of scrolls. The scrolls are 3½ inches wide to fit normal picket spacing on 4-inch centers. Since all parts are interchangeable, this can be varied. Trade-named Pre-Kut ornamental iron, the product is available through lumber dealers and building supply companies.

3-WAY CABINET LOCK

AB7804

An ingenious new cabinet lock that can be adapted to any one of three different uses has been developed by The Yale & Towne Manufacturing Co., Stamford, Conn. Equipped with



a patented rotating cylinder, the lock can be used either as a drawer lock with the bolt moving vertically, or as a cabinet and cupboard lock for either right hand or left hand doors with the bolt moving horizontally. A

simple tool such as a small screwdriver is all that is required to open a small catch and rotate the cylinder. The new lock is a pin-tumbler type, with four pins, and is made of solid brass. It is being produced with both deadbolts and springbolts. Marketed as the Yale 3-way cabinet lock, this product promises to be an important item with dealers, carpenters, locksmiths and cabinet makers.

3-OUTLET RECEPTACLE

AB7831

To solve the problem of the extra outlet which is always available for appliances, lamps, or radios, the McDonald Manufacturing Co., 544 East 31st St., Los Angeles, Calif., offers the "Sierra Triplex" receptacle. This is a 3-outlet receptacle that is easily installed in standard boxes. It is side-wired and has double contacts of heavy duty bronze. It will ac-



commodate three flat plugs or two round and one flat at one time. The receptacle is furnished with a matching wall plate. Both are of modern design and can be mounted either vertically or horizontally. They are produced in both brown and ivory.

HOT WATER HEATER

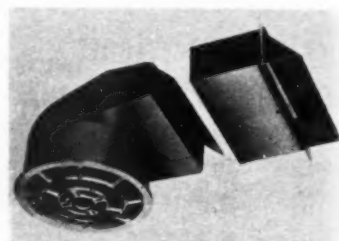
AB7832

A compact hot water heater with the capacity of larger tanks is on the market. Scientifically engineered it employs the principle of water heating that is so widely used in steam generating power plants. The result is high-speed flash heating in minimum time and space. Made by the Kresno-Stamm Manufacturing Co., 345 Commercial Ave., Palisades Park, N. J., the heater is called the "Perco-Flash" hot water heater. Fast water heating is achieved by circulating a small stream of water over a large heated area at high speed instead of heating large quantities of water to a lower temperature.

CEILING FAN

AB7810

A fan designed for installation any place in the ceiling is on the market. So designed that only the cast aluminum grille is visible when installed,

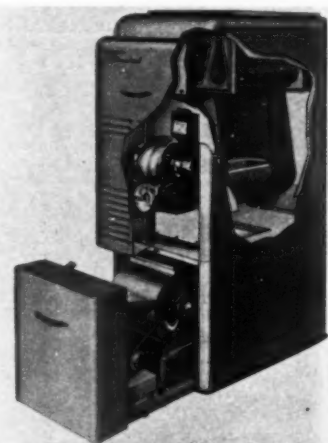


this fan can be used in any room. It is particularly suited for use over the cooking range in a kitchen. Aluminum louvers mounted in the end of the fan housing and in the outside wall hood open automatically when the fan is turned on. Sponge rubber seats on the louvers insure silent operation and prevent loss of heat or cold air back drafts. The unit is connected to the outside wall vent unit by a galvanized duct which can be made any length or shape to meet the particular installation requirement. The Shepler Manufacturing Co., Pittsburgh, Pa., is the manufacturer.

AIR CONDITIONER

AB7830

A recent addition to the Mueller Climatrol line of heating and air conditioning equipment is an oil-fired winter air conditioner. So compact



it will pass through a 26-inch doorway, the unit is available with inputs of 60,000, 90,000 and 120,000 B.T.U. per hour. A choice of blower sizes provides a wide range of applications, including warm air panel heat-

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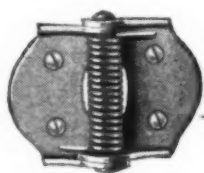
ing. The conditioner is designed to burn gas as well as oil. To burn gas, the oil-burning assembly is removed and the gas-burning equipment installed. An exclusive feature is the Roll-a-Drawer which carries the entire blower assembly out of the unit making it easily accessible for servicing. Identified as Type 209, this air conditioner is shipped completely assembled ready for installation. The L. J. Mueller Furnace Co., 2005 West Oklahoma Ave., Milwaukee 7, Wis., is the manufacturer.

SIDING AND SHINGLE CUTTER AB7833
An asbestos siding and shingle cutter known as the Ace-Kutter is made by the Tri-States Building Materials Co., 2037 East Lancaster, Fort



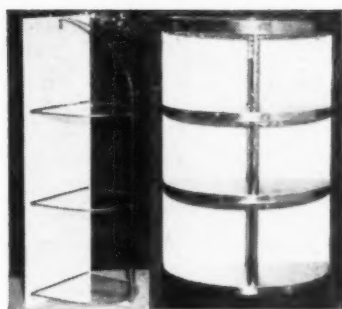
Worth, Texas. Weighing less than 4 pounds, it is easy to handle and easy to operate. It cuts, notches and punches all sizes of shingles cutting 3/16-inch ribbon. A handy tool for carpenters, plumbers, and electricians to carry in their tool boxes.

CABINET SPRING HINGE AB7822
Production of the No. 343 Wrought Steel Cabinet Spring Hinge in 2 inch as well as a 1 1/4 inch size is announced by The Stanley Works, New Britain,



Conn. Positive in action the hinge is designed for cabinet doors that must remain shut when not in use.

WHAT-NOT SHELVES AB7819
American Central Manufacturing Corp., Connersville, Ind., produce a line of what-not shelves. Pictured are two different styles of shelves. One set offers convenient storage for china and pottery. They are of steel covered with linoleum and are ideal for use with an island or peninsula type of installation of base cabinets, the type of installation frequently



used to separate breakfast nook from kitchen. The other set are glass shelves in stainless steel frame. These shelves add a decorative finish to cabinet ends, at windows and over sink. Designed to fit at end of any 30-inch high wall cabinet, they are convenient for flowers or pottery.

BRICK SIDING

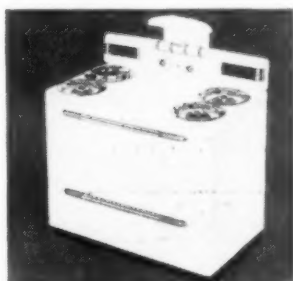
AB7826

An insulated brick siding, named Bric-sulate, has been added to the line of building materials manufactured by The Philip Carey Manufacturing Co., Dept. 14, Cincinnati, Ohio. Insulation plus structural strength are offered in this product. The material has a thick insulation board base coated with a heavy mastic. The Carey asphalt-saturated top and bottom with deep penetration assures 50 per cent more weathering. The outer surface has thick granule coverage. Ship lap edges all around the siding produce a tight weather seal. The material comes in red, red blend, tapestry, gray blend or light buff color.

GAS RANGE

AB7816

The new Dutch oven gas range manufactured by the Maytag Co., Newton, Iowa, offers dual oven performance. Through super-insulation the manu-



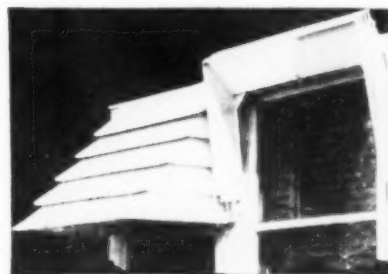
facturers have recaptured the cooking principle practiced in colonial America; the food cooks on with the gas off. In addition, the heavily insulated oven provides uniform temperatures for conventional cooking. In the latter case, temperatures are automatically controlled with a thermostat. The range is designed to burn any type of gas: Propane, Butane, manufactured, natural or mixed.

ALUMINUM AWNINGS

AB7805

An awning that provides ventilation and allows light inside when the awning is down is offered by Ron-Del, Inc., Bastrop, Texas. Fabricated from aluminum, the awning consists

of a series of horizontal louvres connected with a side bar and individually hinged to nest themselves into a compact and attractive fold. The louvres are constructed to deflect the sun and rain but allow the light and breeze to pass between them. A standard awning pulley and cord assembly are used to raise or lower the awning. This may be done from inside the home by the use of screen pulleys or inside crank winder. Any size or kind of window can be fitted with



this type of awning, including a casement window. Here the design is slightly changed but the folding feature is retained.

FLOATING DOORS

AB7803

Because they literally "float" in and out of a pocket without the mechanics of tracks or hangers normally found in sliding doors, the Dorflo door developed by the Dowlong Manufacturing Co., Alameda, Calif., offers a new concept of door function and design. The door, cantilevered from within the wall, is suspended by a steel scissor mechanism. The mechanism easily installed in any 4-inch wall consists of only two brackets and two runners, one set secured to the door and the other to the back cripple. A shock spring acts as a cushion as well as provides recoil for starting the door out of pocket, while another spring keeps the door in such perfect balance that finger-tip operation is achieved. Besides adding comfort and convenience to a home, this door is a space saver.

ROTO CIRCULATOR

AB7817

An almost completely noiseless, non-corrosive, non-magnetic air circulator is on the market. Applicable to window, attic, and double wall installation, it can also be incorporated

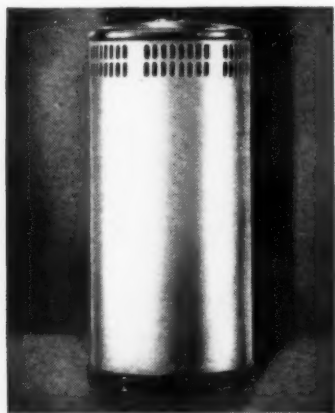


into space coolers, space heaters, refrigeration coils, hot air ducts and air conditioning ducts. The propeller blade is molded of bakelite. The

acoustical characteristics of bakelite plus the design of the blade result in the quiet operation of the unit. Manufactured by Roto-Beam, 1755 North Keeler Ave., Chicago 39, Ill., the unit comes with standard 110 volts, AC motor; it is also available for DC current and other voltages.

ROOM DEHUMIDIFIER AB7811

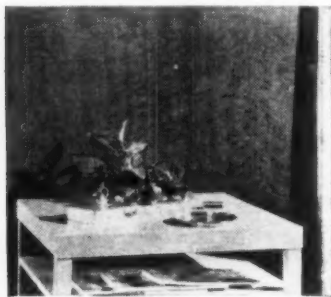
A room dehumidifier that utilizes a refrigeration principle for the condensation of air moisture has been developed. The unit is equipped with



a fan that draws the moist air over a series of coils, removing the moisture and condensing it into drops of water that are deposited in a container or drain. This drying action reduces mold formation on stored clothes or luggage, reduces rust and corrosion of metal objects, reduces warping of furniture and woodwork, and reduces the sweating and clammy feel of basement walls. Designed for basements, libraries, game rooms and light commercial applications, the dehumidifier may be placed in any room with an electrical outlet. Frigidaire Division, GMC., 300 Taylor St., Dayton 1, Ohio, is the manufacturer.

WALL PANELS AB7809

Wall panels of tempered Presdwood that feature a wood-grained surface are on the market. Their structural strength, insulation qualities and handsome finish make them particularly applicable to offices, stores, clubs,



restaurants or other commercial structures. The wood-graining is achieved in a lithographing operation after which a coating of clear lacquer is applied to protect the finish. The surface will not peel, chip or crack,

and is easily kept clean with mild soap and water. Made with beveled edges and scored borders, the panels can be butted together and nailed in the score lines. These panels are trade-named Ser-Wall. They are made by The Service Products Division, Woodall Industries, Inc., 2035 Calumet Ave., Chicago 16, Ill.

SMALL HOMES HEATER AB7829

A West Coast manufacturer is marketing nationally an automatic oil-fired floor furnace designed especially for low cost housing. Because electrical wiring for thermostatic operation is completed at the factory, the heater is known as a "packaged unit". To install, it need only be hooked up to the house current and thermostat. The furnace requires only 26¼ by 26¼ inches of floor space for installation, and is adaptable to homes with or without basements. The manufacturer is the Northwest Metal Products, Inc., Seattle, Wash.

ALUMINUM LADDER AB7813

Unusual strength plus its exceptional light weight are the outstanding characteristics of this ladder. In addition, it incorporates such important safety

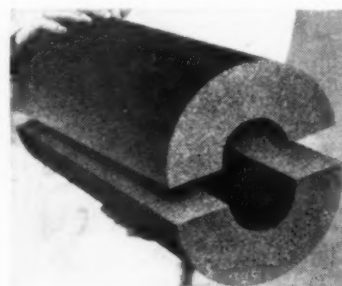


features in its design as steps of extruded aluminum with safety ridges to prevent slipping and feet equipped with special rubber guards also to prevent slipping as well as to protect floors. The work shelf and top shelf are covered with heavy rubber

matting. The girder-shape legs of the steps increase the strength of the ladder. Made by Bardwell & McAlister, Inc., 2950 Ontario St., Burbank, Calif., the ladder is distributed through hardware and building supply dealers.

PIPE PROTECTOR AB7812

Foamglas, a cellular glass material, highly resistant to humidity, fumes, vapors, acid atmospheres and many other elements, is now being used in pipe insulation. This new product can be used for both hot and cold lines,



indoors and outdoors. An outstanding quality of Foamglas pipe-insulation is its resistance to fire. It is non-combustible and acts as a fire retardant. In addition, it is waterproof and vaporproof. Strong, rigid, light in weight, Foamglas pipe-insulation is easy to cut and fit with ordinary tools. Developed by the Pittsburgh Corning Corp., Pittsburgh, Pa., it is being manufactured for all sizes of pipe. The insulation comes in two equal half-sections, 18 inches long.

AIR CONDITIONER AB7834

A redesigned packaged air conditioning unit that cools, dehumidifies, filters, circulates, and ventilates has been announced by the United States Air Conditioning Corp., Minneapolis, Minn. This compact, refrigerated conditioner is available in three and five ton capacities, requires little floor space, is ready for quick installation directly in the store or office area to

(Continued to page 140)

CHECK NUMBERS AND MAIL COUPON FOR INFORMATION

American Builder, 105 West Adams Street, Chicago 3, Illinois

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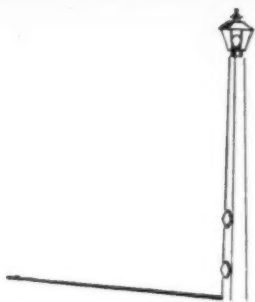
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AB7805	AB7813	AB7821	AB7829	AB7837
AB7806	AB7814	AB7822	AB7830	AB7838
AB7807	AB7815	AB7823	AB7831	
AB7808	AB7816	AB7824	AB7832	

When you address inquiries direct to manufacturers concerning a new product described here, please mention that you saw it described in American Builder.

Look to Ro-Way for the New Way!



There's a RoWay for every Doorway!



Ro-Way engineers are constantly alert to the latest in architectural and building trends. When the "up-front" garage came in, Ro-Way was ready with the overhead type door that had the good looks and the smooth quiet operation you demanded.

When lower headroom and maximum clearance was called for, again Ro-Way was ready with the new Model 21.

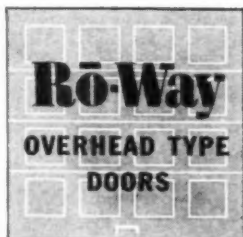
When occasional lack of uniformity in spring power was detected, Ro-Way started making their own springs. They power-meter each spring to the weight of the door it will lift.

That is just one of the many ways Ro-Way engineering has won nationwide confidence among architects, builders and users.

In the future, as in the past "Look to Ro-Way for the New Way" in overhead type garage doors.

ROWE MANUFACTURING COMPANY
738 Holton Street • • Galesburg, Illinois, U.S.A.

Ro-Way Distributors in all principal cities. Consult your classified telephone directory, or write for distributor's name. See our catalog in Sweet's.



Ro-Way Doors are also available for commercial and industrial buildings.

How many prospects will

Not many! Houses with General Electric Fans will sell much faster

Progressive contractors and builders know this.

They know that houses equipped with General Electric Fans—the Kitchen Ventilating Fan and the Home Cooling Fan—become *infinitely* more desirable to prospective buyers!

1. G-E Ventilating Fan



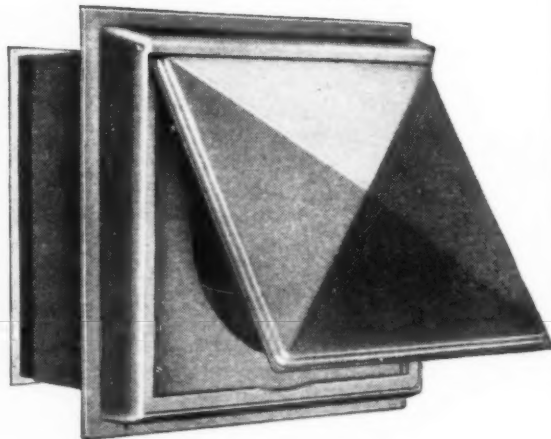
INSIDE

INDISPENSABLE in kitchens and other rooms where grease, heat, smoke, and odors are likely to accumulate, the G-E Ventilating Fan exhausts stale, smoke-filled air, and replaces it with fresh air—FAST!—quietly.

Operates automatically—a flick of the wall switch turns fan on and off. Outside cabinet door opens *automatically* when fan is turned on, shuts when fan is turned off.

Easily installed—adjustable wall box fits walls from 5½ to 11 inches thick. Requires only 12¾ inches square opening in wall. 110/120 volts, 60 cycles.

Model
FM10C1



OUTSIDE

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FM301
FM361
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FM481

jump at a "hot" house?

than those without...and hot weather is here.

And as to *any* house during the summer months, without some sort of mechanical ventilation, it's going to be hot—*too hot for comfort!* You can install these two modern comfort items at the cost of only a few extra dollars!

2. G-E Home Cooling Fan

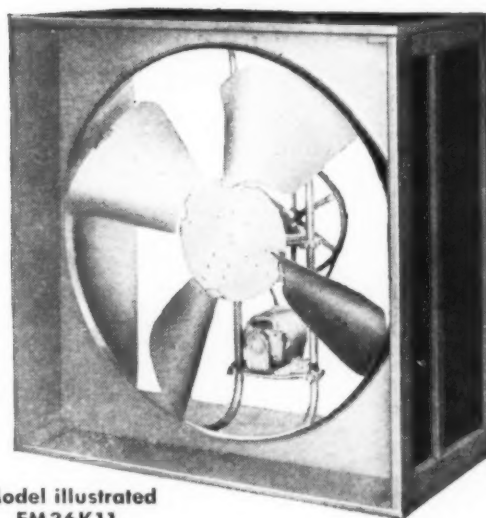
THIS immensely useful fan makes a house doubly *desirable* to prospects.

It moves large volumes of air from inside the house to the outdoors—keeping every room cool and comfortable. This is done *quickly...quietly.*

General Electric Home Cooling Fans are inexpensive to buy, economical to operate. Their cost can be amortized over many years as part of the purchase price of the complete home.

P.S. Every G-E Fan is backed by the General Electric warranty—*good for one year* against defects in material or workmanship!

It's your insurance policy on each and every G-E Fan! Appliance and Merchandise Department, General Electric Company, Bridgeport 2, Connecticut.



Model illustrated
FM36K11

G-E HOME COOLING FANS AVAILABLE IN FIVE MODELS

Model Number	Blade Size in Inches	Volume Cu Ft per Min	Width Inches	Height Inches	Depth Inches	Net Wt.
		Pressure Test Method NAFM Rating				
FM24W1	24	4,000	30	30	13 3/4	80 lb
FM30K1	30	6,000	36	36	14 15/16	75 lb
FM36K11	36	8,500	44	44 3/4	24 1/2	136 lb
FM42K21	42	12,500	50	50 3/4	24 1/2	152 lb
FM48K11	48	16,500	56	56 3/4	26 1/2	190 lb

Note all fans 110/120 volts, 60 cycles.

General Electric Company
Box F-3
Bridgeport 2, Connecticut

Gentlemen: Please send me Home Cooling Fan Catalog and complete performance and installation data.

NAME _____

ADDRESS _____

CITY _____ STATE _____

MAKERS OF TOP-QUALITY FANS FOR MORE THAN 58 YEARS

GENERAL  ELECTRIC

DEALER REVIEW



NEWS OF NRLDA AND STATE AND REGIONAL ASSOCIATIONS

Plans Now Under Way for Improving 30-Day Dealer Training Courses

REAIZING that while 18 colleges and universities from coast to coast have already conducted 30-day training courses, and over 2,000 students have been trained in these courses, there is still a definite need for training of this type in the industry. The National Retail Lumber Dealers Association is forging ahead with plans for making the courses even more successful this year.

For the past six months extensive study of the course in conjunction with the requirements of the students attending has been made by Ed Libbey, acting director of education for the National Retail Lumber Dealers Association, for the purpose of revising the outline of the course, the text book list, and the text book package, so that the maximum benefit may be derived by the students.

Subjects have been added, ex-

panded, or dropped as the necessity dictated, and a new and more efficient method of distributing the required text books has been developed to assure they reach the students.

In addition to changes in the curriculum itself, a comprehensive promotional program for the balance of the summer months has been outlined and is now in the stage of preparation. The first promotional piece in this program, a four-page broadside pointing out the advantages to be derived from the course by both employer and employee, is to be released this month, with follow-up mailing pieces and letters to appear at intervals during July and August. The promotional program will also contain information regarding the 1948-49 courses so that prospective students may become fully acquainted with the opportunities of-

(Continued to page 130)



THESE are students who completed the recent 30-day retail lumber dealer training course at University of Wisconsin. This course is sponsored by Wisconsin Retail Lumbermen's Association of Milwaukee. D. S. Montgomery is secretary



THESE are the graduates of the sixth Retail Lumber Training Institute, of the New York State College of Forestry, Syracuse, N. Y. With the graduates in the first row, sixth from the left, is Paul S. Collier, secretary-manager of the Northeastern Retail Lumbermen's Association, Rochester, N. Y., which sponsored the course

The President's Column



By N. P. MASON,
President NRLDA

Believing that its readers' interests are best served by as diverse a set of viewpoints as possible, *American Builder* has extended to me the privilege of giving you my slant on the news each month.

An encouraging awakening is apparent in the retail lumber industry to the need for a coordinated approach to public relations for this industry. It is no tidal wave as yet, but from the angle of the retail lumber industry I've had letters within the week from such widely scattered places as Ohio and Florida and, with the true west coast flair for the unusual, a phone call from a California dealer. All were concerned with suggestions as to how to go about "Telling the Home Folk" the truth about the building industry's accomplishments. It could be that the propaganda campaign for public housing will be just the spark needed to set off a public relations program which will show America that it must let the practical, experienced men, who know how, produce housing for this country instead of depending on a lot of visionary planners.

Private financing of construction seems on the upgrade according to the April figures. This, too, may indicate an awareness by another branch of private industry of the necessity of preserving a free private building industry and owner-owned homes in America.

The dealer's feeling of responsibility to the public is further highlighted by the co-

(Continued to page 130)

an ELJER Bathroom...



Gives your customers Extra Values

The *extra values* that Eljer fixtures offer come from nearly half a century of continuous research and manufacturing experience. When you recommend Eljer, you specify plumbing fixtures and quality brass trim that is *second to none*.

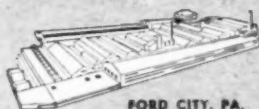
Eljer's color and design policies are right, too, because constant study of homeowners'

likes means you are furnishing customers what they want.

The Eljer line is complete... fixtures in Vitreous China and Enameled Cast Iron for every purse and purpose. An Eljer bathroom features *extra values* that make your customers strong friends. See your Eljer Distributor or write direct to Eljer Co., Ford City, Pa.

ELJER

PLUMBING FIXTURES ARE OUR EXCLUSIVE BUSINESS—17 ACRES OF IT!



FORD CITY, PA.



LOS ANGELES, CALIF.



SALEM, OHIO

MANUFACTURERS OF FINE PLUMBING FIXTURES SINCE 1904

FRIENDLY AND LIVABLE CABINETS OF WOOD

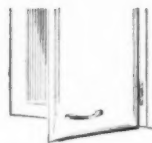


The beauty of wood adds warmth and livability to most any modern interior. To the kitchen—inclined to be cold and clinical—wood perhaps contributes most. Kitchen Maid cabinets of selected hardwood make the kitchen friendly and hospitable. Kitchen Maid's modern styling—flush panel doors, gently sweeping contours and up-to-the-minute hardware—puts it years ahead of the field, assures harmony with any make of appliance your clients may choose.

Get the benefits of Kitchen Maid's Composite Construction—wood, aluminum and newest compositions each used where it serves best, gives greatest strength and utility. Get the advantages of factory applied finishes, beautiful and lasting, hard to chip or mar.

SKILLED HELP AVAILABLE

Kitchen Maid dealers are kitchen specialists—oldest and most experienced in the field. They are ready to assist you in any planning or installation problem you may have. Call your dealer today or send coupon below for colorful new booklet containing illustrations, floor plans and details of ten model kitchens. No obligation.



FLO-LINE DESIGN

Smooth, overlapping, flush type doors. Gently sweeping edges. Guaranteed against warping.



ALUMINUM DRAWERS

Rustless aluminum drawers slide smoothly and quietly.



HALF ROUND END SHELVES

End shelves provide additional storage space. Compartment holds large hard-to-store trays.

KITCHEN MAID
FIRST AND BEST IN
KITCHENS

THE KITCHEN MAID CORPORATION

587 Snowden Street, Andrews, Ind.

Please send new booklet containing 10 practical kitchens with floor plans and details. I am an ☐ Architect ☐ Builder ☐ Dealer.

Name

Street

City State

Dealer Review

(Continued from page 128)

ferred in time to make their plans for attendance during the winter term.

It has been said of the National's educational program that it has its feet on the ground even while experiencing growing pains, and much of the credit for this fact belongs to Ed Libbey, who has successfully guided the course through the past year in addition to his other activities as assistant secretary of the National.

The President's Column

(Continued from page 128)

operative approach recently made to the West Coast Lumbermen's Association about No. 3 Common Boards. Some months ago the grading rules on these boards were revised, and now some dealers who formerly purchased this grade for construction are finding shipments under the new rules unsatisfactory for house building. Rather than wait for public revulsion and aware of the problem the mills face to get as great a realization as possible from their cut, the dealers have asked the West Coast Lumbermen's Association if it cannot find some way out of the dilemma.

Currently there is a rash of meetings, forums, and conferences all seeking by some legerdemain to solve the problem of housing America. One of the more spectacular and one likely to get a good deal of publicity is the conference called by Mr. Stichman, the New York State housing czar. He is gathering together top flight men of national reputation to discuss methods of housing construction cost reduction. Francis Smith, well-known retailer of Waterbury, Conn., is scheduled to handle the subject of distribution. The Stichman conference carries added significance because of the political implications of his being on Governor Dewey's official family.

In closing, may I remind you that while we are interested in adding housing today, primarily we want a stable building industry furnishing steady employment to millions of Americans year after year.

National Home Week To Promote I. E. Homes

NATIONAL HOME WEEK has been scheduled for the week of September 5. In many localities where an Industry Engineered Home has already been constructed, or is in the process of construction, an excellent opportunity is opened for tying-in with the National Home Week publicity.

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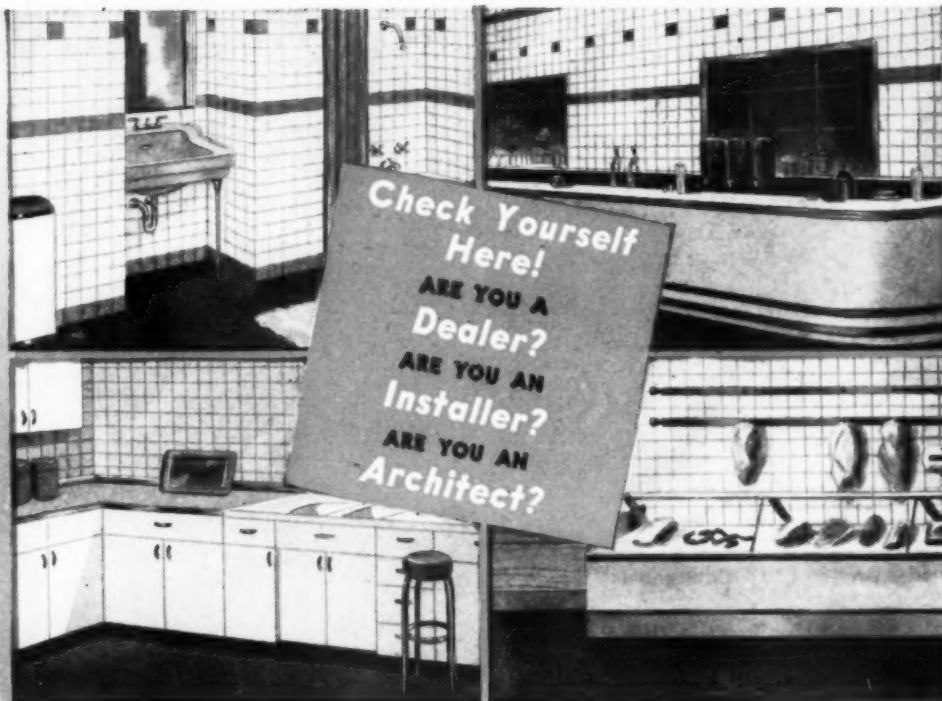
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Your

opportunities are great and your profits real . . . with Stylon



Stylon . . . THE NEW BASIC BUILDING MATERIAL

Stylon plastic wall tiles are individually set. Each tile is $4\frac{1}{4}$ " square. Eight tiles cover one sq. ft.

Amazing flexural strength 4,000 to 18,000 lbs. per sq. in.

Featherlight in weight. Does not chip, crack or peel.

Resists alkalis, common acids. Flame resistant. Sheds water.

Easily installed over old walls without muss or fuss.

STYLON not only represents a new *basic building material*. It has also created new profitable opportunities for the alert dealer, installer and architect.

Both in new construction and in the improvement and beautification of existing structures, the appeal of Stylon's beauty and rugged endurance opens wide the door to *profitable development* in an entirely new field of sale.

The full story of "Your Opportunity With Stylon" is told in a fact-filled beautiful 12-page book. We invite you to send for your copy. It can mean profit and progress for you.

*Send today
for this story
of opportunity!*

SAMPLE TILE FREE!

Stylon

PLASTIC TILE

THE *Modern Way* TO TILE A WALL

GREEN	DARK BLUE	MOTTLED BLUE
PINK	LIGHT BLUE	MOTTLED GREEN
IVORY	SANDSTONE	MOTTLED YELLOW
BLACK	PALE YELLOW	MOTTLED PINK
WHITE	DUBONNET	MOTTLED GRAY

United Plastic Tile Company
855-A-2 Commonwealth Avenue
Boston 15, Mass.

Please send sample STYLON of the colors given below . . . and the booklet on "Your Opportunity With STYLON".

Your name

Firm

Street Address

City State

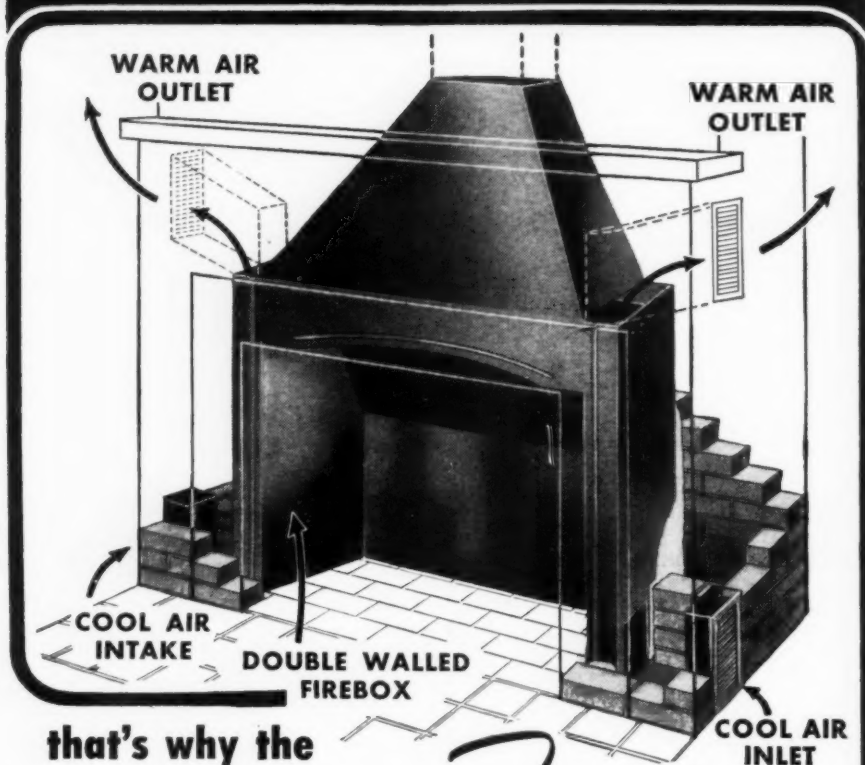
please check nature of your interest

☐ Distributor ☐ Dealer ☐ Contractor ☐ Architect

colors wanted:



Provides A Complete Form For the Masonry..



that's why the **HEATILATOR*** *Fireplace* is **EASIER to BUILD**

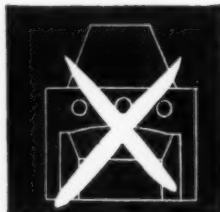
Complete from floor to flue, the Heatilator Fireplace eliminates all the uncertainty of fireplace building. The double-walled steel heating chamber provides a downdraft shelf of proper width and position . . . a throat of correct size . . . a built-in damper . . . proper pitch to the back wall . . . and all openings scientifically proportioned for correct draft and rapid combustion.

All you have to do is to set the Heatilator unit in place and lay the masonry around it. The result is a correctly operating fireplace that **CIRCULATES HEAT** . . . a fireplace that has been proved trouble free over the years in thousands of homes and camps.

Scientifically Designed

NO TUBES TO OBSTRUCT DRAFT

The original Heatilator had tubes across the throat of the unit. However, it was soon evident that these tubes would have a limited life and be practically impossible to repair. Also they interfered with the chimney draft by obstructing the throat and prevented easy access to the downdraft shelf for cleaning. As a result, these tubes were eliminated and the heat is now taken directly from the heating chamber itself.



HEATILATOR, Inc., 817 E. Brighton Ave., Syracuse 5, N. Y.

*Heatilator is the registered trade name of HEATILATOR, INC.

HEATILATOR FIREPLACE

TM REG U S PAT OFF

Dealer Review

(Continued from page 130)

The center of attraction during this week in any one locality could well be an Industry Engineered Home publicized as an exhibit during Home Week. It would not be necessary for the home to be completely finished, since the exhibition of an unfinished home would serve to acquaint the public with the type of materials and construction being utilized in the Industry Engineered Home, especially if each material were labeled as to its name and proper usage in the manner of the Edward Hines Lumber Company model Industry Engineered Home at the Chicago Home Show.

Such an exhibit of an unfinished house might go further toward acquainting the general public with the many standard materials in use in home building and the benefits derived from their proper application than would be possible from a completely finished and furnished house. Or a finished Industry Engineered Home and a partially finished one might both be listed as exhibits, to give prospective home owners a full picture of the Industry Engineered Home and the construction principles involved.

NRLDA Directors Plan Future Activities at Annual Spring Meeting

MEMBERS of the board of directors of the National Retail Lumber Dealers Association assembled in Washington, D. C., May 12 and 13 to review developments since the annual meeting last October and to plan future Association activities. Consensus of reports made by representatives from all points of the nation was that dealers are so busy they have apparently been lulled into assuming a period of normalcy has arrived. As a result there was some tendency on the part of the membership of affiliated state and regional groups to relax efforts in the campaign against unfavorable publicity and legislation.

The material supply situation and dealer inventories are improving slowly. Prices are fairly stable, and there is general agreement that the construction outlook for the balance of this year is good.

A number of outstanding examples of good public relations based on dealer promotion of the Industry Engineered Home were reported to the directors. Typical of what may be done in a city of about 15,000 population is the approach of the English Lumber Co., in South Boston, Va. This firm is building I. E. homes in

(Continued to page 134)

Like H
America
by Ray
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lever-t
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woman f
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push-but



American KITCHENS

ARE THE KIND WOMEN DREAM ABOUT!
WHY NOT TURN DREAMS INTO DOLLARS?

Women, as you know, are largely "sold" on a house by its "kitchen appeal". Recognizing this, Raymond Loewy has given AMERICAN KITCHENS many demonstrable advantages ... features women instantly recognize as dis-

tinct benefits... extras that will lead them to recommend you and the houses you build. American Kitchens are outstanding, yet moderately priced. See them—at your local distributor's or dealer's.



Like Having Loewy On Your Staff

American Kitchens, designed by Raymond Loewy Associates, are as structurally strong as they are handsome and convenient. Typical of their functional design is this new-type faucet. Handles are lever-type and may be turned on and off even when woman has hands full! Spray attachment operates by push-button control.



CHECK THESE EASY-TO-SEE ADVANTAGES!

(Just a few of many incorporated in American Kitchens)

- 1 Extended "Knee-Action" counter tops—permit continuous knee room for natural stance.
- 2 Concealed pulls for streamlined beauty.
- 3 Double-action, spring-type hinges—hold doors open or closed without catches
- 4 All corners rounded—protects against scratches and torn clothing
- 5 Linoleum counter tops Flush-sealed between cabinets—waterproof, dirtproof, easy to clean
- 6 Finger-tip, lever-type faucet handles—on or off with a flick of a finger!
- 7 Backsplash faucet mounting eliminates dirt-catching ledge, permits larger bowl.
- 8 Drawers rounded inside for easy cleaning.
- 9 Drawers glide on special nylon slides—open and close silently, effortlessly.
- 10 Concealed cutting board, special cutlery drawer (lined with linoleum).
- 11 Double-wall, insulated construction—for noiseless operation of doors and drawers.

FREE Complete Architects-Builders File available at no cost or obligation. Gives blueprints of outstanding kitchen treatments for varying layouts, equipment specifications, etc. Write today for name of your local distributor or dealer

AMERICAN CENTRAL

Division — Avco Manufacturing Corporation • Connersville, Indiana

ORNAMENTAL IRON

BY *Coffman*



Compare!
BEFORE
and
AFTER
SMALL HOME
BEAUTIFIED FOR
LESS THAN \$70*

For Eye Appeal
... **For Sales**

Use Ornamental Iron Posts, Grilles and Rails

Small houses beautified with Coffman ornamental iron have tremendous "eye appeal." You can dress up and give atmosphere to an otherwise ordinary house with just a few Coffman stock items. These decorative pieces are hand-wrought by expert craftsmen, yet produced in quantities as stock posts, panels, grilles, railings, brackets, mailboxes, or silhouettes. In this way the cost is kept low . . . within the reach of all.



STOCK DESIGNS MEAN LOW COST

Designed to fit the needs of architects, builders, and small home owners, Coffman ornamental iron is thoroughly practical. It does the job better than wood or masonry, and adds distinction wherever used. Available ready for use, Coffman ornamental iron is faster to install, saves labor, gives permanent satisfaction. It cannot rot, split, warp or shrink.

*Includes post, canopy bracket, rail, grille, mailbox, and silhouette. FOB price.

Write for Catalogue of Designs, Sizes and Prices.
Address Department AB

The R. I. Coffman Co. Inc.
ORLANDO, FLORIDA
ESTABLISHED 1925

MANUFACTURERS OF "Complete Builders Line" OF HAND-WROUGHT ORNAMENTAL IRON
THE ORIGINAL

Dealer Review

(Continued from page 132)

groups, interspersed with other homes at \$5,500 and \$6,000, including land. An example of what may be done in a large city was the job just completed in connection with the Chicago Home Show by the Edward Hines Lumber Co. A complete Industry Engineered home was erected in the Chicago Coliseum for the show and was the center of many appropriate displays. It focused the attention of consumers on the industry's program to supply economy housing of good quality for the low-income groups. Another example of I. E. homes promotion cited at the meeting was that of Lynn Boyd of Pampa, Texas. Mr. Boyd has arranged a state-wide approach to the problem of promoting the house. He has had plans redrawn to better adapt the house to conditions and climate in Texas, and has arranged to supply other dealers with these plans for a small charge. Many other dealers have been promoting the I. E. house in various ways in all sections of the country.

A plan of Association promotion of the Engineered House was reported by the Illinois Lumber and Building Material Dealers Association. Three home shows have already been conducted in Springfield, Decatur and Danville featuring the house. The Illinois dealers are also working with the University of Illinois in cost-of-erection research on the house. Membership of the National is being advised to place Industry Engineered Houses on display wherever possible during National Home Week which is scheduled for the week of September 5.

Dealers Asked to Report Facilities for War Help

ONE of the several war-time services rendered to the armed forces by dealers in the field was the production of boxes and crates for packaging of military equipment. Most of the dealers have discontinued this type of service at the present time.

A few dealers are reportedly still producing boxing and crating for heavy equipment, most of which are being purchased locally by the manufacturers of the crated products.

However, dealers who have facilities that could be utilized for making products for military purposes at some future date, have been requested by the National Military Establishment, set up for the purpose, to write the responsible officers outlining their facilities and capacity as well as additional information on the kind of material they furnished for military use.

Specify service for "NO!" "YES!" tion. The initial go sink cab

*Achieved



Plum Hou

How to find space in small kitchens...



... in apartments

... in compact homes

... in vacation cottages

Specify a RICHMOND SINK & TRAY... ideal for all three!



THE "TRAXLOR"
42" x 25" and 50" x 25"
For cabinet installations

One Fixture! Many Advantages

Two large working compartments. Drainboard can be reversed or removed. Sink section 7½" deep — laundry tray a full 13" deep, inside!

- Deep tray is used for laundry, dishwashing, even a sponge bath for junior.
- Truly compact design saves much needed kitchen space, provides additional working area.
- Combinations come in either right or left hand tray.



THE "THURMAN"
42" x 25"

Specify the Richmond Sink & Tray unit and do a real service for your customers. When space limitation says "NO!" to the separate laundry tray, opportunity says "YES!" to the compact Richmond Sink & Tray combination. The whiter white* enameled cast-iron unit keeps its initial good looks and makes a perfect match with under-sink cabinets.

*Achieved by special Richmond enamel formula

In the small apartment, the compact house and the vacation cottage, space is at a premium. Each of these places presents an ideal application for the Richmond Sink & Tray combination.

Richmond Sink & Tray combinations are available now. Order from your wholesaler, or write for details to: RICHMOND RADIATOR COMPANY, Dept. AB-7, 19 East 47th Street, New York 17, N. Y.



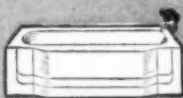
RICHMOND RADIATOR COMPANY
AFFILIATE OF REYNOLDS METALS CO.



Plumbing Fixtures:
Heating Equipment:



Enameled Cast Iron Water



Vitreous China



Perma-Glass

Oil and Gas Winter Air Conditioners Gas Boilers Radiators

— CLIP AND MAIL COUPON TODAY —

Richmond Radiator Company
19 East 47th Street, New York 17, N. Y.

AB-7

Gentlemen:

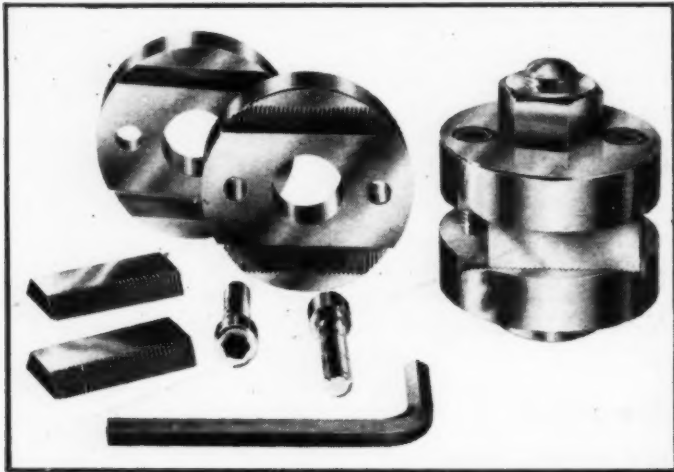
I am interested in the New Richmond Sink & Tray. Please send me full details. No obligation, of course.

Name.....

Company.....

Address.....

Cut Set-up Time On Your Shapers!



Get New XL LOK-SAFE Shaper Collars!

Why pay for costly set-up time on EACH JOB? You don't need to, with XL LOK-SAFE Shaper Collars! You can afford to make up your own heads, and keep them set permanently for ALL your regular jobs. XL LOK-SAFE Shaper Collars quickly pay for themselves, as heads can be changed without resetting the knives—and in a fraction of the usual time!

Maximum Safety for Operator!

Don't run the risk of a costly shaper-knife accident! XL LOK-SAFE Shaper Collars give top protection to the operator, due to the use of corrugated faces and corrugated-edge knives, which are locked in place by heavy cap screws. It is practically impossible for knives to work loose!

They're LOW in Price!

XL LOK-SAFE Shaper Collars are priced so reasonably you can't afford to be without them! Corrugated edge shaper knife steel is available at same price as plain steel. Collars furnished to fit any diameter spindle. We can furnish knives ground to pattern, up to 3" cutting edge.

Write TODAY for folder and name of your nearest dealer!

SMITHWAY MACHINE COMPANY

Manufacturers of XL Moldmatcher and XL Ripper

4617 Airport Way

Seattle 8, Wash.

Life Insurance Firms Shelving Housing Plans Because of Current High Costs of Building

BECAUSE of current high building costs, life insurance companies are shelving—at least temporarily—plans for many large-scale rental housing projects, Business Week stated in a recent issue.

"That's bad news," the article states. "The life insurance trade has been a big factor in the battle to relieve the serious shortage of housing. Its housing projects have been the largest direct contribution that frantic home-seekers have received from any single private source.

"At the beginning of 1948, for example, there were some 100,000 persons living in rental-housing projects built and operated by life insurance companies. Similar developments for another 100,000 people were then being built. More than \$400,000,000 of life company assets had already been invested, or were earmarked for investment in such projects. Two-thirds of this investment represented postwar building.

"For a time, at least," the article continued, "such activity is due to decline sharply." It cites a recent report of the Institute of Life Insurance as authority.

Recently, Pennsylvania passed a law permitting its native life insurers, like those in New York, to invest up to 10 per cent of their assets in housing. So far, not one company has taken real advantage of the law. Philadelphia's Penn Mutual Life Insurance Company, does intend to enter the field eventually. But John A. Stevenson, its president, said that his company won't build any housing projects until prices slide off "20 to 33 per cent."

"No one today is more aware of the social need for new housing than the life companies. They know, too, that as the country's largest accumulators of savings they have an obligation to the national economy, as well as to their vast army of policyholders. And the sharp drop in the rate of return on investments in recent years has warned the industry that it badly needs to broaden the sources of its income.

"Housing projects, however, are only one phase of its activity in the field of real estate. Since V-J Day, for instance, it has loaned more money on home building mortgages than all federal, state and municipal bureaus combined. Through G.I. mortgages alone, homes for at least 500,000 persons have been financed by the insurance companies. As a result, life insurers' mortgage holdings recently totaled more than \$8.1 billion—a new high. And the companies still have substantial funds available for such investments.

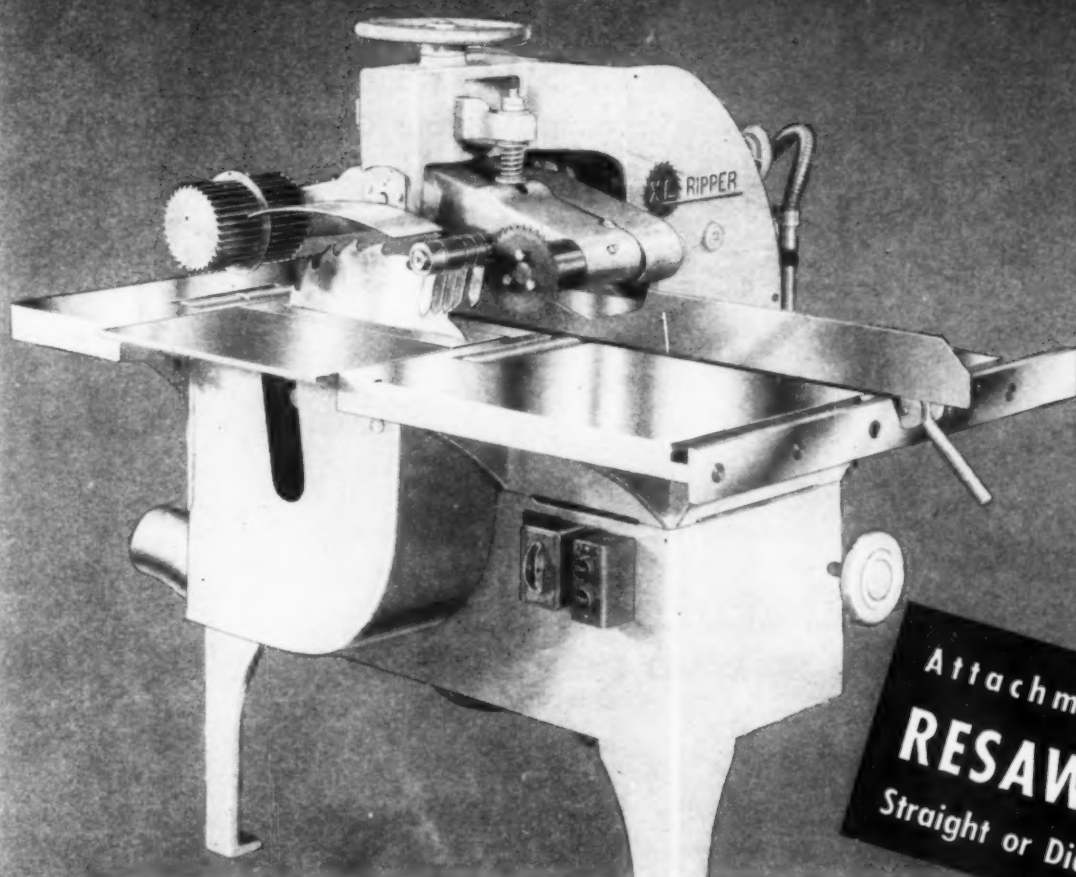
"Housing projects must offer reasonable assurance of at least 3½ to 4½ per cent yearly—over and above 2 per cent annual amortization of principal. A year or two ago, this assurance was present. But it has been evaporating rapidly. Because of today's high costs, much higher rentals than those usually charged must now be assessed to assure the required rate of return.

"As a case study, look at one of Equitable Life's housing projects:

"This \$10-million development is composed of 11 buildings housing 1,200 families. Planned just before the war, it finally had to be built approximately one-third at a time. One section was completed in 1942, another in 1946, the last in 1947.

"When the first set of buildings was put up, Equitable was able to assure the proper rate of return with a monthly rental of around \$15 a room. But rents for the second group had to be upped to around \$18; and rentals for the last section were raised to \$24 because of the current high costs of construction.

IT'S HERE! The Great NEW **XL RIPPER**



**NOW! At Today's Lowest Price
for a Modern, Precision Self-Feed Rip Saw!**

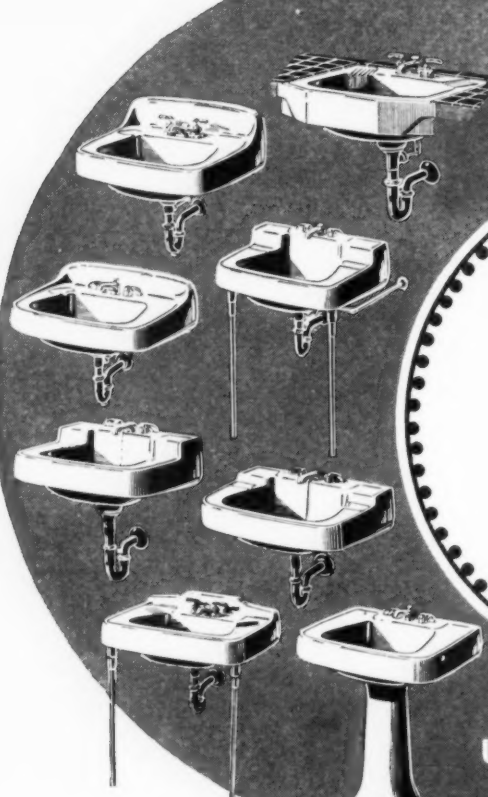
HERE IT IS — the rip saw with the features you want, at the price you want to pay! Takes up to 4" stock, with 15" ripping capacity. Will resaw, straight or up to 45° bevel, with roll attachment, on stock up to 4". Will handle up to 5 saws on lath. Four feeds from 50 to 190 feet per minute. The 10 HP ball bearing motor and arbor is directly connected, entire unit adjustable up and down for accurate dadoing and grooving. Separate feed motor, with simple feed changes. One handwheel adjusts both feed rolls. Before you buy ANY rip saw, **SEE the XL RIPPER!** Write **TODAY** for folder and name of nearest dealer!

SMITHWAY MACHINE COMPANY

Manufacturers of XL Moldmatcher and XL Lok-Safe Shaper Collar

4617 AIRPORT WAY

SEATTLE 8, WASHINGTON



UNIVERSAL

VITREOUS CHINA LAVATORIES

Pre-eminent!

In the pursuit of business a leader ranks foremost in the field by virtue of an outstanding product. Universal Vitreous China Lavatories, by this token, are recognized in their field as pre-eminent.

Shown are types to meet every choice and suit every need and location. Lifetime Vitreous China is so easy to clean, so smoothly styled and rugged, with a surface so lustrous and acid resisting . . . popular with the trade, a joy to possess.

UNIVERSAL SANITARY MFG. CO.

CAMDEN, N. J. NEW CASTLE, PA. REDLANDS, CALIF.



Catalogs and HOW-TO-DO-IT INFORMATION

441—INCINERATORS—are the subject of a technical reference file (AIA No. 35-J-41) offered to architects and engineers by the Incinerator Products Co., 669 Post Ave., S., Detroit 17, Mich. The brochure is a practical working outline on how to correctly design and install incinerator equipment.

442—PELLA ROLSCREENS—the permanent window screens that roll up and down like a window shade, are described in a new booklet prepared by The Rolscreen Co., Pella, Iowa. Patented construction and operation features as well as installation methods are covered.

443—OIL AND GAS BURNER CATALOG—release by Bard Manufacturing Co., Bryan, Ohio, illustrates, describes and gives the list price of the complete Bard line. The line includes oil-fired and gas-fired forced air heating units; air conditioning units; gas burners for home heating plants; electric, automatic water heaters and water softeners.

444—FACTS ABOUT TOOLS—is a pocket-size booklet issued by the Stanley Tools Division of The Stanley Works, New Britain, Conn. In concise, easy-to-read language, it gives a comprehensive picture of the range of tools made by Stanley, emphasizing the construction features that result in long life and durable service. Besides being highly informative, it is a handy reference piece.

445—COMPLETE DOOR SERVICE—for every type of industrial, commercial and public building is presented in a catalog released by the Peele-Richmond Fireproof Door Co., Richmond, Ind. Contents comprise pictures

of various kinds of doors for commercial structures and illustrated data on their construction and mechanics.

446—NEW CONDUIT GUIDE—A 64-page catalog and handbook for Spang Central Rigid Steel Conduit is available from Spang-Chalfant, Division of the National Supply Co., Pittsburgh, Pa. A 37-page section offers indispensable reference material and tables for electrical contractors and users of conduit. Tables of electrical data, definitions of terms, electrical symbols, examples of computing conductor sizes and related information are covered in this section.

SERVICE COUPON—CLIP and MAIL to CHICAGO

Readers Service Department
American Builder,
105 W. Adams St., Chicago 3, Ill.

(July, 1948)

Please send me additional information on the following product items, or the catalogs, listed in this department:

Numbers _____

Name _____

Street _____

City _____ State _____

OCCUPATION*

*Please note that occupation must be stated if full service is to be given.

What's my Name?

(A 63-second quiz about typical products in our big family of wiring materials.)



1

I never make a bit of noise, yet my smooth, efficient operation results in long service life that is something to shout about! Your clients like to see me in bedrooms, theaters, offices, and many other places where silence and top performance are especially desirable. What's my name?

ANSWERS

1

It's General Electric's silent mercury switch, the specification-grade switch that helps you plan to make good wiring better. We'd like to remind you, too, that it is now rated 10 amperes T, at 125 volts, to meet today's heavy loads.



2

Cost-conscious builders have found that it is often advisable to use me in place of lead-covered cable for installations in raceways in wet locations. They find that I am easy to install and can use smaller conduit. I really have two names. What are they?



2

My name is either G-E RW—for rubber-insulated, moisture-resistant wire—or G-E TW, for thermoplastic-insulated wire of the same type. We suggest you specify RW or TW for economy on the next raceway installation in any of the following: (1) underground; (2) in permanently moist locations; (3) in concrete slabs or masonry in direct contact with the earth.



3

When you step into a smart, modern store, you don't see me, but the fluorescent lighting will need less maintenance, and will stay on the job longer than ever if I'm there. You'll find me in ceiling and showcase fixtures, protecting them from the effects of heat and moisture. My name is a famous synonym for "heat beater." What is it?



3

It's Deltabeston* fixture wire, the best protection you can specify for the wiring of lighting and fixture installations. And don't forget that anywhere you need to "beat the heat," Deltabeston wires and cables are the answer.



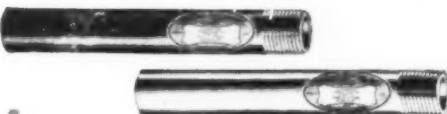
4

I am coated inside and out. It's difficult to hurt me with even the toughest treatment. My color is white when I fight atmospheric corrosion, black when I fight chemical action. Many types of boxes and fittings have been designed to go with me perfectly. My name is so well known that it should be easy to identify.



4

If you've ever specified conduit, you've probably guessed that these names are G-E White and G-E Black rigid conduit. They are bywords for top quality wherever conduit is used. The rest of the General Electric line of raceways includes boxes, hangers, fittings, "flex," and EMT—all made to work to the best advantage with one another.



5

I have thousands of parts, of many sizes, types, and capacities. I am readily available in any quantity—all from a single source. My parent has the best-known name in electricity. Know what it is?



5

The answer should be easy—General Electric's full line of wiring materials. Whatever you need—wire, cable, raceways, wiring devices, fluorescent accessories, of every variety—your best single source of supply for dependable quality is always General Electric. We'll be glad to give you full information on any products in this full line. Just write to Section K9-72, General Electric Company, Bridgeport 2, Connecticut.

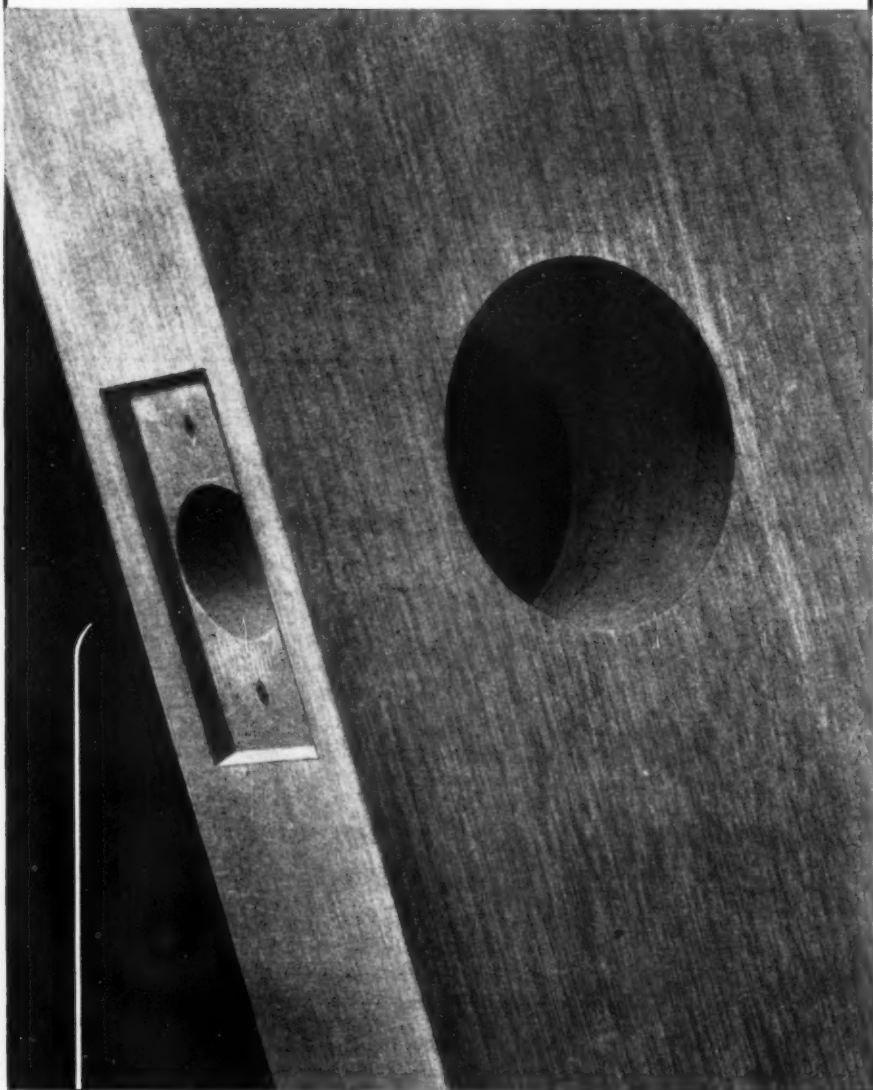
GENERAL ELECTRIC



* TRADE-MARK REG. U.S. PAT. OFF.

SCHLAGE LOCKS

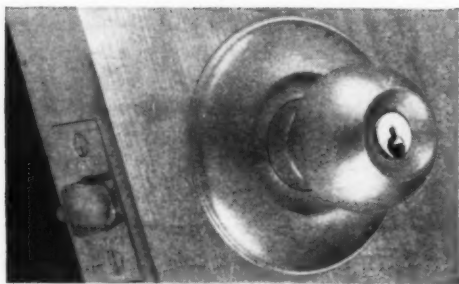
...so easy to install!



Two Holes...

Two Screws...

Two Bolts...



...and the Lock is in!

Write for
illustrated booklet:
"Locks by Schlage"



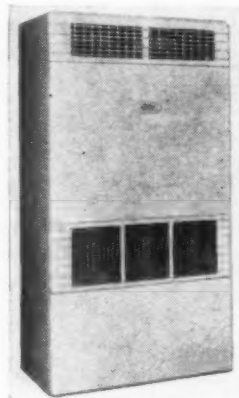
SCHLAGE
LOCK COMPANY
SAN FRANCISCO NEW YORK

ORIGINATORS OF THE CYLINDRICAL LOCK

NEW PRODUCTS

(Continued from page 124)

be cooled. If desired, a remote installation of the unit may be made, distributing the conditioned air through a duct system. There are only three



simple connections on this packaged store conditioner—to an electrical outlet, to the water system, and to a drain. By putting only the fan into operation, the unit functions as a ventilator. For winter use, the unit may be equipped with heating coils to operate as a warm air heating system. Regulating thermostat and automatic controls operate the unit automatically, once the system is started. Standard models are finished in an attractive neutral shade which harmonizes with most interiors, or they may be repainted to match or contrast a decorative scheme.

ALUMINUM CANOPY

AB7828

Orchard Brothers, Inc., Rutherford, N.J., announce an all-aluminum doorway canopy has been added to their line. Designed in simple lines



to blend with all styles of architecture, the canopy may be obtained in natural aluminum finish or in shades of green, blue or maroon. The colors are special baked-on enamel that will not chip. They are weatherproof, and can be cleaned by washing. Named Weatherway, the canopy will not leak or sag because of the manner in which the roof slats are linked together, a patented design feature. A weatherproof seal is provided between canopy roof and siding at the top of the

(Continued to page 144)

Now Available!

A COMPLETE DEALER SERVICE

TO HELP YOU CLICK WITH

INSELBRIC



1. JOB SIGNS

Beautifully printed in 4 colors on waterproofed Duckline—30" x 36".



2. SALES BOOKS

The complete Inselbric story—24 pages—in 6 colors. Wire bound.



3. CONSUMER FOLDERS

8 1/2" x 11"—five full color Inselbric homes—with your imprint.



4. DOOR HANGERS

For distribution in area where a job is going up. Has return post card.



5. DOUBLE POST CARDS

Printed in 4 colors. Return post card has your name and address.



6. ENVELOPE STUFFERS

Folds to 3 1/4" x 6" and opens to 9" x 12". Printed in full color.



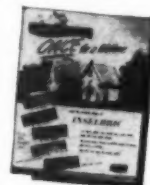
7. WINDOW DISPLAYS

28" x 36"—mounted on double easels. 6 colors. Also available 14" x 18".



8. MAT SERVICE

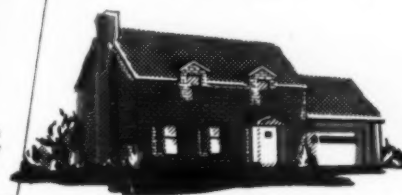
Newspaper mats of houses, panels, trade marks, and eye-stoppers!



9. POSTERS

17" x 22" Window Posters—in 5 colors on heavy coated stock.

*U.S. PAT. No. 2232432



Mail this Coupon Today!

JONES & BROWN, Inc.

National Distributors of
INSELBRIC and KO-Z-AIRE

439 SIXTH AVENUE

PITTSBURGH 19, PENNA.

JONES & BROWN, Inc. AB
439 SIXTH AVENUE
PITTSBURGH, PENNSYLVANIA

Please send samples of items checked to the undersigned. I understand they are available at no charge to authorized INSELBRIC DEALERS!

COMPANY NAME _____

ADDRESS _____

CITY _____

Phone _____

By _____

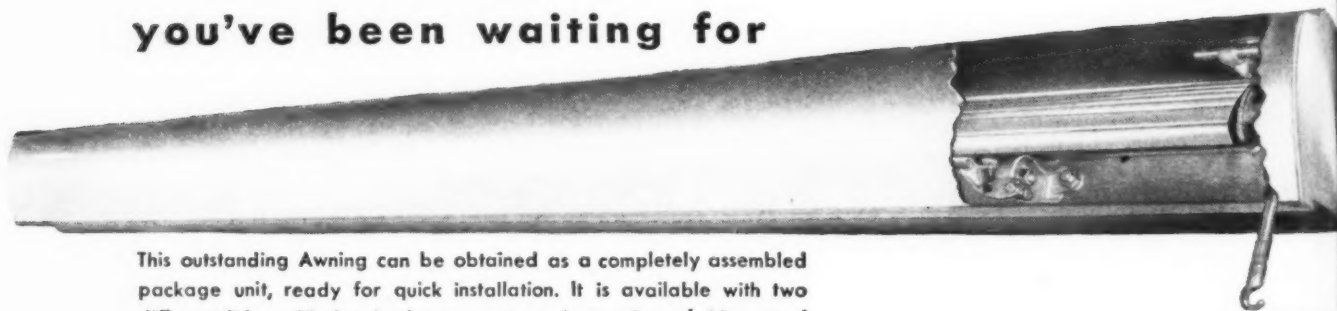
Please Check
Samples Desired

- | | | |
|---|-------------------|--------------------------|
| 1 | JOB SIGNS | <input type="checkbox"/> |
| 2 | SALES BOOKS | <input type="checkbox"/> |
| 3 | CONSUMER FOLDERS | <input type="checkbox"/> |
| 4 | DOOR HANGERS | <input type="checkbox"/> |
| 5 | DOUBLE POST CARDS | <input type="checkbox"/> |
| 6 | ENVELOPE STUFFERS | <input type="checkbox"/> |
| 7 | WINDOW DISPLAYS | <input type="checkbox"/> |
| 8 | MAT SERVICE | <input type="checkbox"/> |
| 9 | POSTERS | <input type="checkbox"/> |

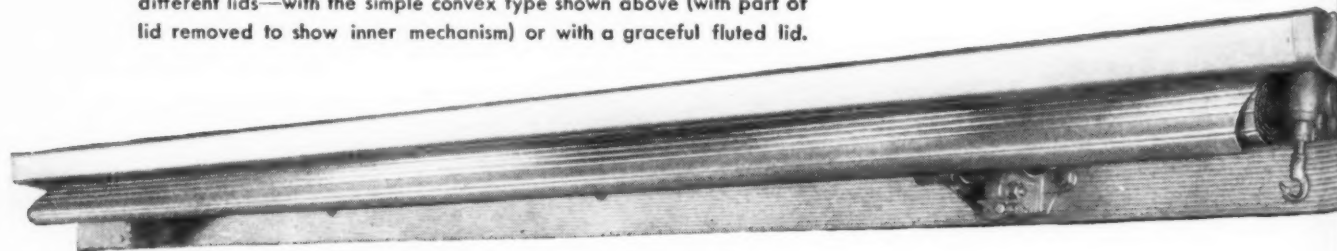
The New Kawneer
*Aluminum
Roll-Type
Awning*

Striking in Appearance
Sturdy and Durable
Easy to Operate

**Here is the
cleanly-styled, smooth-operating
aluminum awning
you've been waiting for**



This outstanding Awning can be obtained as a completely assembled package unit, ready for quick installation. It is available with two different lids—with the simple convex type shown above (with part of lid removed to show inner mechanism) or with a graceful fluted lid.



The Kawneer Aluminum Roll-Type Awning is also furnished as an assembled unit with the hood shown above. In many cases it can be fitted into existing boxes and under existing hoods. The Kawneer Awning, therefore, is ideal for replacement work or new installations.

See our exhibit at THE STORE MODERNIZATION SHOW, July 6th to 10th,
Space 45, Grand Central Palace, New York City



The Aluminum Roll-Type Awning that solves your awning problem

The clean-lined, modern appearance of the Kawneer Awning will add rich and striking individuality to any facade or entrance—because it's designed to meet the highest architectural standards.

Smooth, trouble-free operation is assured year after year because the entire unit has been exhaustively factory-tested and job-tested. It has conclusively proved its durability, dependability and permanence.

Whether operated by hand or motor, the Kawneer Awning rolls and unrolls easily. It winds up into a compact roll. Constructed of Aluminum, it has been designed and engineered to combine light weight with the structural strength to withstand hard usage. Maintenance and replacement costs are reduced to a minimum.

Kawneer Aluminum Roll-Type Awnings are furnished as completely-assembled package units, ready for quick instal-

lation. They can be ordered either with concealed awning boxes or with a hood for surface application.

Awning lengths up to 20 feet and widths up to 8 feet are furnished as individual units. When lengths of more than 20 feet are required, multiple units can be obtained.

Lateral hinged arms are made of strong pipe with heavy cast iron elbows. The awning itself is made of Alclad 24 ST aluminum for maximum strength and greatest resistance to the elements.

Write for Kawneer's Aluminum Awning Booklet today. The Kawneer Company, 122 N. Front St., Niles, Mich.: 2543 Dwight Way, Berkeley, Calif.: Lexington, Ky.

THE
Kawneer
COMPANY

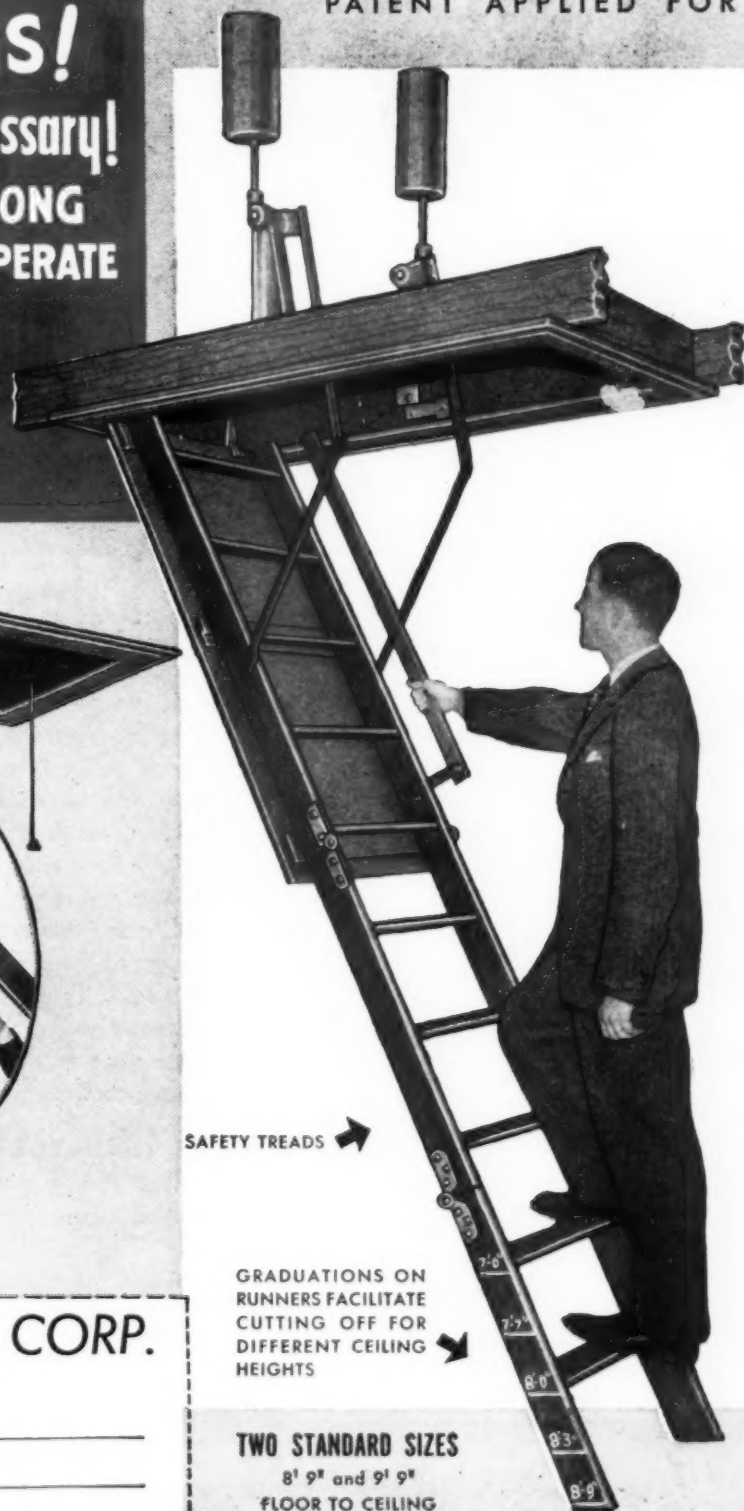
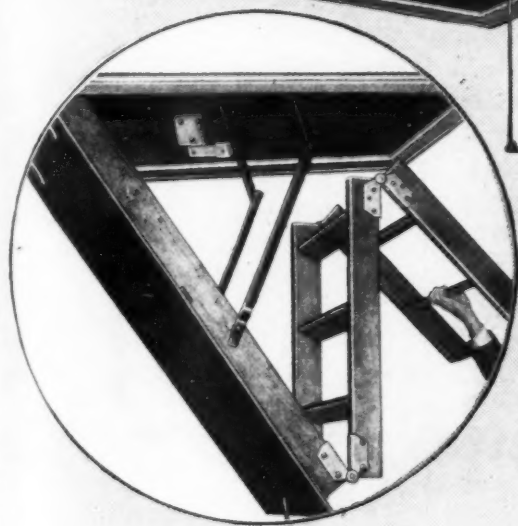
Precision

FOLDING STAIRWAY

ACCEPTED BY FHA EVERYWHERE
PATENT APPLIED FOR

NO SPRINGS!
No Adjustments Necessary!
RUGGED AND STRONG
SIMPLE AND EASY TO OPERATE

MADE OF HIGHEST QUALITY MATERIALS
SHIPPED IN ONE PACKAGE
REQUIRES VERY LITTLE
INSTALLATION EXPENSE



SAFETY TREADS →

GRADUATIONS ON
RUNNERS FACILITATE
CUTTING OFF FOR
DIFFERENT CEILING
HEIGHTS →

TWO STANDARD SIZES
8' 9" and 9' 9"
FLOOR TO CEILING

PRECISION PARTS CORP.

NASHVILLE 7, TENN.

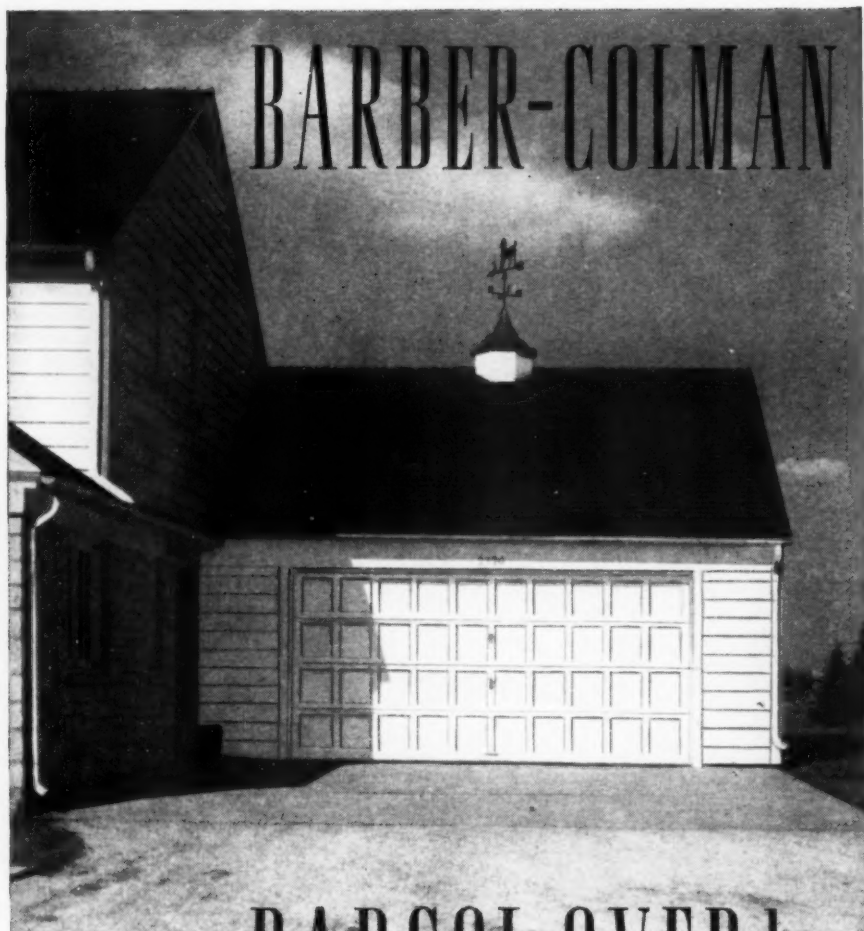
NAME _____

ADDRESS _____

AB7821
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AB7838
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500° F.
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(6)



THE CHOICE OF BUYERS
WHO INVESTIGATE
BEFORE THEY BUY

BARCOL OVERdoor

WEATHERTIGHT. Special roller crank closing action moves the entire door smoothly and evenly against the stop strips in the last few inches of its downward travel, effectively sealing the opening against dust, dirt, litter, snow, rain, sleet, and wind.

EASY WORKING. Tailored twin-torsion counterbalancing springs accurately support the weight of the door, so minimum effort is required for raising or lowering. Sticking is eliminated by the fast-freeing effect of the closing action.

DURABLE. Barcol OVERdoors give long, trouble-free service because they are strongly built, accurately assembled, and carefully installed by factory-trained men.

DOUBLE-WIDTH FEATURES. Above we show a double-width Barcol OVERdoor as used on a modern two-car garage. The use of wider single doors like this reduces the cost of installation, reduces the mechanism, eliminates the center post, gives more room for maneuvering two cars, and reduces the chances of damaging cars or garage by collision. These advantages are worth considering for every two-car garage door installation, whether new or remodeling.

ELECTRIC DOOR OPERATORS. Available for swinging, sliding, and overhead type doors, and for sliding gates. They offer the convenience and protection of switch control or the amazing Radio Control.

SEE OUR
CATALOG
IN SWEET'S

FACTORY-TRAINED SALES and SERVICE REPRESENTATIVES in PRINCIPAL CITIES



BARBER-COLMAN COMPANY
104 MILL ST. • ROCKFORD, ILLINOIS

NEW PRODUCTS

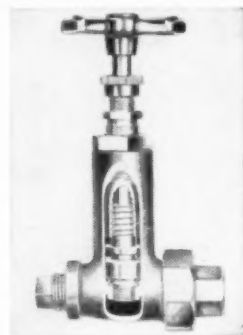
(Continued from page 144)

extreme heat. Applied to metal surfaces, it forms a permanently bright finish that resists moisture, corrosion, acids, alkalis and industrial fumes. Manufactured by Speco, Inc., of 3142 Superior Ave., Cleveland 14, Ohio, Heatrem is packaged in 5 gallon, 1 gallon, 1 quart, pint or half pint cans.

CONCEALED FITTINGS

AB7815

The H. B. Sherman Manufacturing Co., Battle Creek, Mich., manufacture a line of concealed tub and shower fittings. Outstanding feature of the



line is the exclusive ball bearing stem that helps prevent washer wear. When valve is closed, the swiveling action of the stem prevents friction between washer and valve seat, thereby greatly reducing washer wear. All fittings use the new Sherman valve which permits all working parts to be removed from the front in a unit. This eliminates the need to cut into or tear out walls, as well as saves time. Sherman fittings are made of cast red brass. All parts are precision fit to assure smooth operation.

ASPHALT ROOFING SHINGLE

AB7836

A new asphalt roofing shingle called Super Strip is being manufactured by the Philip Carey Manufacturing Co., Cincinnati, 15, Ohio. The entire surface of the shingle is covered with a double coating of asphalt and mineral granules to give it greater weight, thickness and rigidity than most shingles. These features add wind resistance and long life to the finished product. The extra thickness also provides heavy shadow lines. The new shingle is being produced at the company's Lockland, Ohio, and Perth Amboy, N.J., plants. It will be offered in ten shades.

MULTI-FUEL FURNACE

AB7823

As a solution to the ever changing fuel supply situation, the Stokol Stoker Co. Inc., Indianapolis, Ind., designed a multi-fuel furnace that operates either hand-fired, stoker-fired, or with conversion oil or gas burners. Housed in a modern cabinet, this all-purpose unit provides complete winter air conditioning. It is

(Continued to page 148)

THE BEST IN 2 VITAL KITCHEN NEEDS

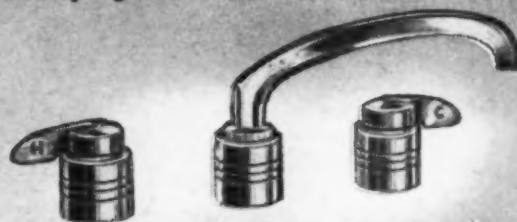


1

Sink Faucets with Advanced Styling, Enduring Beauty, and Life-Long Utility

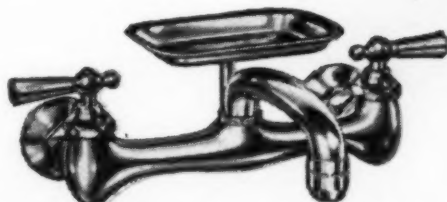


The "Challenger" Series 720—a ledge-type sink faucet with fluted cone escutcheons. With Spray and Spring-Flo Aerator if desired.

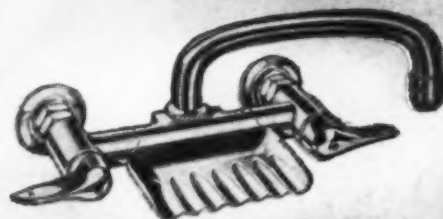


The "Champion" Series 725—a ledge-type sink faucet with cylindrical escutcheons. With Spray and Spring-Flo Aerator if desired.

All Barnes Streamlux wall- and ledge-type faucets are available with the popular Spring-Flo Aerator—the unit which is catching the eyes of housewives everywhere. Non-Splashing, with millions of tiny air bubbles—it saves soap and adds a new thrill to easy dishwashing.



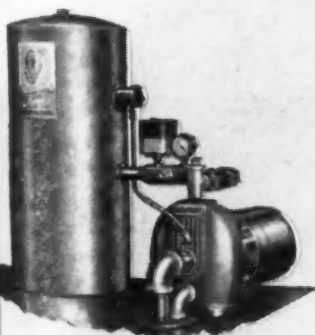
The "Acorn Jewel" Series 630—with or without Spring-Flo Aerator or Removable Soap Dish. A conventional design finding wide acceptance for both new and replacement business.



The "Mercury Deluxe" Style 621-6—with the amazing Spring-Flo Aerator. A Wall-Type, Swing-Spout Faucet with exclusive fluted removable soap dish.

2

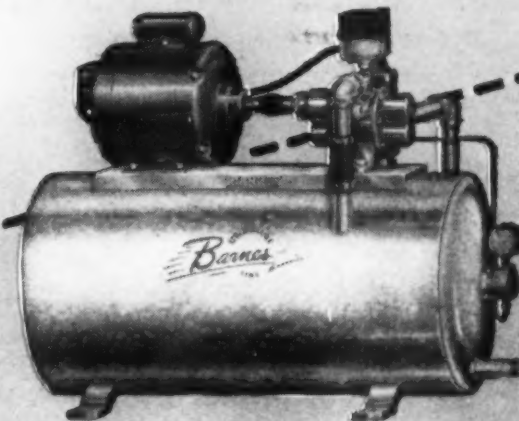
The New, the Startling Barnes Water Systems for Water under Pressure on the Farm and in the Home



A Jet-type, Self-Priming Water System for both deep and shallow-well pumping. Nine separate and distinct points of operating and service superiority. Delivers up to 2200 gallons per hour.

Buy the Best—Buy Barnes

BARNES MANUFACTURING CO.
MANSFIELD, OHIO



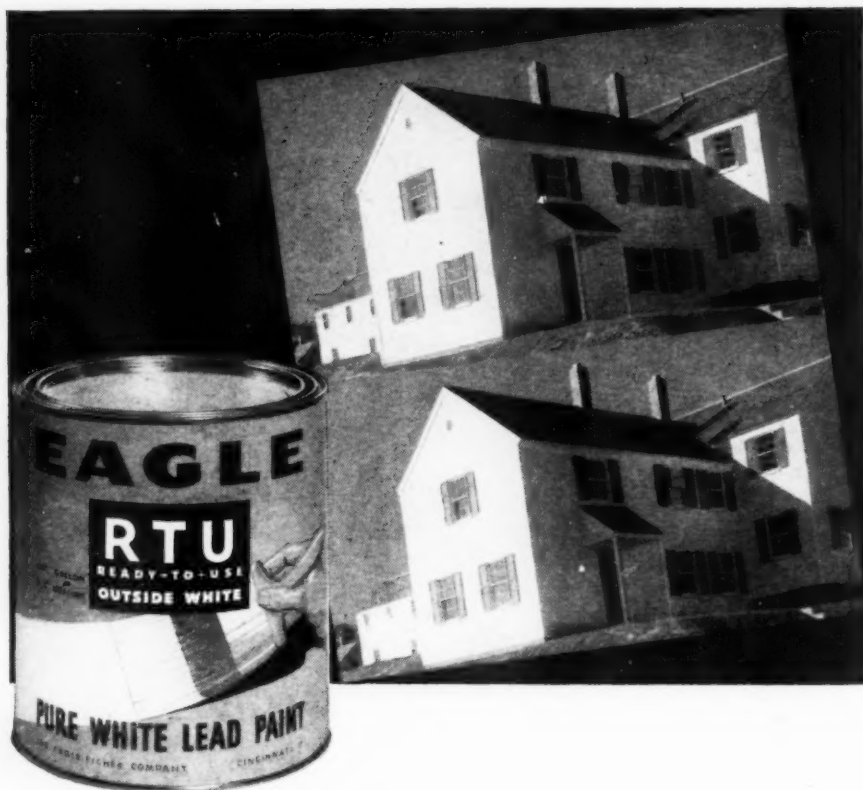
The first major improvement in shallow-well water systems in 30 years. Out-pumps, out-performs pumps 6 times its size. Self-Priming. Delivers up to 450 G.P.H. Simple! Sure! Self-Lubricating Throughout! Low in first cost.

MAIL THIS COUPON TODAY

BARNES MANUFACTURING CO.
601 North Main Street, Mansfield, Ohio
Please send me full information about:

- ☐ Barnes Streamlux Faucets
- ☐ Barnes Streamlux Water Systems

Name _____
Firm _____
Address _____
City _____ State _____



does double duty

1. Being pure white lead, Eagle RTU has traditional beauty and durability.
2. It's factory-mixed for new efficiency, goes to jobs in original containers.
1. Eagle RTU's fine brushing and hiding qualities make for easy application.
2. Its smoothly gleaming coat gives lasting distinction to your buildings.
1. Eagle RTU is favored by builders for its time-and-labor-saving convenience.
2. It's preferred by homeowners for its whiter white that stays white longer.
1. Eagle RTU is pure white lead paint in a modern form.
2. It is backed by Eagle-Picher's 104-year-old reputation.

**EAGLE PURE
WHITE LEAD**
Paint



Since 1843

THE EAGLE-PICHER COMPANY

CINCINNATI 11, OHIO

Member of the Lead Industries Association

NEW PRODUCTS

(Continued from page 146)

equipped with slow speed centrifugal blower, heavy duty motor, variable speed drive and filters. The blower may be installed in either side of



the cabinet, which adds to the flexibility of the unit. Sizes range from a unit small enough for a five-room house to one large enough for a ten room.

WALL MATERIAL

AB7810

New entry into the wall covering field is the Baltimore Porcelain Steel Corp., Baltimore, Md. Their product is a porcelain-enameled steel, flexible wall covering trade-named Mirawall. It is light weight and easy to install. All that is needed is a pair of tin shears, a can of low cost special cement, and a spatula to apply same. The material is heat and acid re-



sistant, and proof against rust, moisture, discoloration, rodent and insect pests. Currently available in black, white, grey, ivory, light green and light blue, such shades as yellow, red and dark blue are in the process of development. According to the manufacturer, jobs to date include kitchens, laundries, recreation rooms, bathrooms and garages.

CONCRETE BLOCK MACHINE

AB7811

The Stearns "15", produced by the Stearns Manufacturing Co., Adrian, Mich., is a fully automatic block machine that operates by the mere push of a button. It receives its concrete mix from above and delivers its pallet loads of blocks at the front of the machine. On a conveyor below this point, the machine receives and takes away the empty pallets. A basic feature is that rate of production and density of units are determined by the length of time the feeder drawer

(Continued to page 150)



Announcing

THE CERTIGRADE RED LABEL SHINGLE

to promote more business at less cost

Here is a cedar shingle streamlined to meet today's need for economy and availability—for the construction of homes, garages and farm buildings.

Certigrade "RED LABEL" shingles are clear of all defects and knots for 12 full inches above the butts. At standard exposures, 5" and 5½" respectively, 16" and 18" Red Label shingles provide three complete layers of cedar on every square inch of roof surface—two of the layers all clear.

FOR ROOFS:* For a good, sturdy, weather-proof roof, expose 16" Certigrade Red Label Shingles 5" to the weather. Expose 18" Red Label Shingles 5½" to the weather.

FOR SIDEWALLS: For single-coursed sidewalls, expose 16" Red Label Shingles 7½" to the weather; expose 18" Red Labels 8½" to the weather.

For double-coursed sidewalls, expose 16" and 18" Red Label Shingles 10" to 12" to the weather.

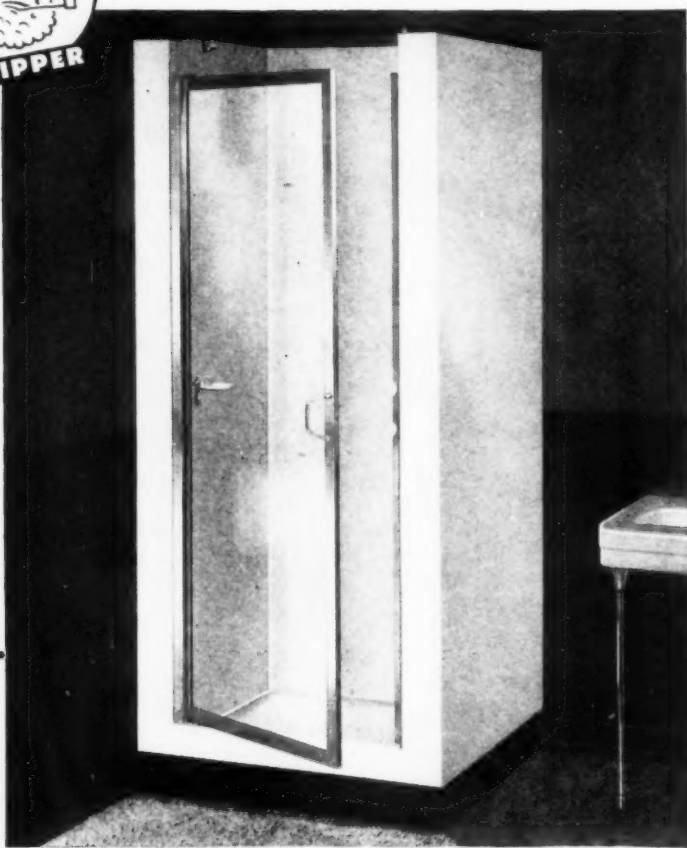
*Some urban districts require Certigrade No. 1 Shingles for roofs.

RED CEDAR SHINGLE BUREAU

5510 White Building, Seattle 1, Washington or Metropolitan Building, Vancouver, B. C. Canada

Skipper SHOWER

WITH Neptune door Two popular low cost items combined to fill the demand for a quality glass door shower priced within a modest budget. A good glass door shower typifies a quality installation to most users and is a much-wanted feature by home owners. By installing this Skipper-Neptune Door combination, smart builders can add value and desirability to bathrooms far in excess of the small added cost over a shower with curtain,



Specifications

FIAT SKIPPER SHOWER

SIZE—32 x 32 x 76.

WALLS—BONDERIZED GALVANIZED STEEL. Finished inside and out with baked-on-synthetic enamel.

RECEPTOR—Semi-flat Stonetex; slip-proof, leak-proof, non-absorbent. Brass drain for 2" waste connection cast integral with receptor.

VALVES—Combination hot and cold compression valves with shower head and arm.

NEPTUNE DOOR

FRAME—One-piece heavy aluminum alloy.

JAMB—Heavy aluminum alloy.

HINGE—Reversible. Can be installed right or left without special drilling.

CATCH—Bullet type.

HANDLE—Offset design on both sides.

FINISH—Satin.

SIZE—24" x 64" for opening 24" wide.

Fiat

In Canada—Fiat showers are made in Canada
by The Porcelain and Metal Products, Ltd.,
Orillia, Ontario

Metal Manufacturing Company

Long Island City 1, N. Y.

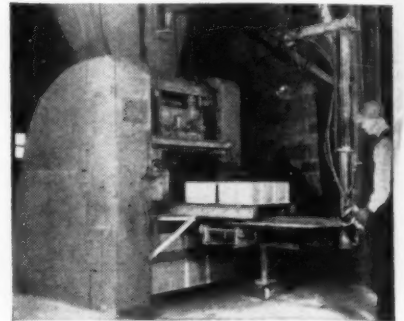
Chicago 13, Illinois

Los Angeles 33, California

NEW PRODUCTS

(Continued from page 148)

over the vibrating mold. Another exclusive feature is a feed drawer agitator that thoroughly and quickly breaks up the semi-packed mass of material which accumulates in the

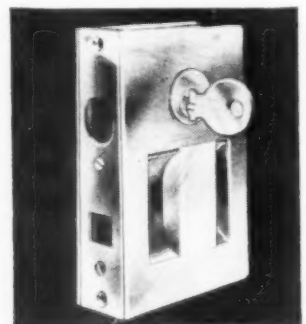


drawer. The machine produces from 13 to 15 units per minute. Forty standard brick per operation are made on one pallet.

SLIDING DOOR LOCK

AB7825

A unit-type lock, adjustable to various door thicknesses and easily installed without mortising has been released by Adams-Rite Manufacturing Co., 540 West Chevy Chase Drive, Glendale, Calif. Designed to include all the features that are demanded for sliding door operation, the lock operates with a natural slid-



ing action of the bar in a cup. Three types of escutcheons, tooled for ready interchangeability, make this lock adaptable to almost any requirement. For maximum security, a pin tumbler 3/4-inch diameter cylinder operation in the escutcheon is optional. All exposed parts are solid brass and a variety of four standard finishes is offered.

ACOUSTICAL MATERIAL

AB7802

A lightweight mineral wool acoustical tile has been developed. Besides its excellent sound absorption qualities, the new material blocks the passage of heat. An outstanding feature is its paper back which insures a highly satisfactory base for adhesive application and reduces air infiltration through the tile to a minimum. Produced by the Building Materials Division of the Armstrong Cork Co., Lancaster, Pa., the material is called

(Continued to page 156)



**The sign
of the
times is...**

"Adequate wiring is being installed in the houses on my project because we want our homes to be convenient and attractive to the buyer for many years to come. Adequate Wiring guarantees this because it is the Key to Modern Homemaking," says Mr. Paul E. Lapp, prominent Dayton, Ohio, builder.

"Certified Adequate Wiring"

PROOF ADEQUATE — another home-building project featuring Certified Adequate Wiring — the Paul E. Lapp development, Dayton, Ohio.

What It Means To You: Certified Adequate Wiring makes today's home buyers tomorrow's boosters. It helps you build houses that stay modern for years to come. It helps you sell houses easier and quicker because: (1) it overcomes today's buyer resistance; (2) it assures you of promotional support from your local electrical industry.

What It Means To The Home Buyer: Adequate Wiring makes even a moderate-cost house, or a remodeled home, *modern*. It provides not only for today's electrical needs but for those of tomorrow—including such things as kitchen and laundry appliances which

can be covered by a "packaged mortgage."

What "Adequate Wiring" Means: An adequate electric service entrance; enough circuits, enough convenience outlets; permanent lights and switches.

Here's What You Can Do About It:

1. Use the services of your local Adequate Wiring Bureau in preparing complete wiring layout for every floor plan.
2. Install Adequate Wiring in accordance with this layout.
3. Obtain your "Proof Adequate"—a certificate to present with each deed.
4. If there is no Adequate Wiring Bureau in your area, *write us* for details of how to take advantage of "Adequate Wiring" as a sales feature.



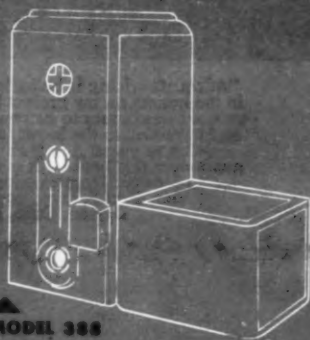
**NATIONAL
adequate wiring
BUREAU**

CLIP AND MAIL TODAY for free information and material!

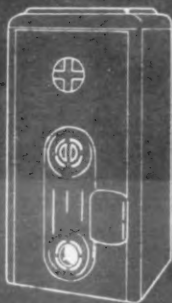
NATIONAL ADEQUATE WIRING BUREAU, Dept. AB-7
155 E. 44th Street, New York 17, N. Y.
Please send me, without charge, information on how to take advantage of Adequate Wiring as a sales feature.

NAME.....
FIRM.....
STREET ADDRESS.....
CITY.....STATE.....

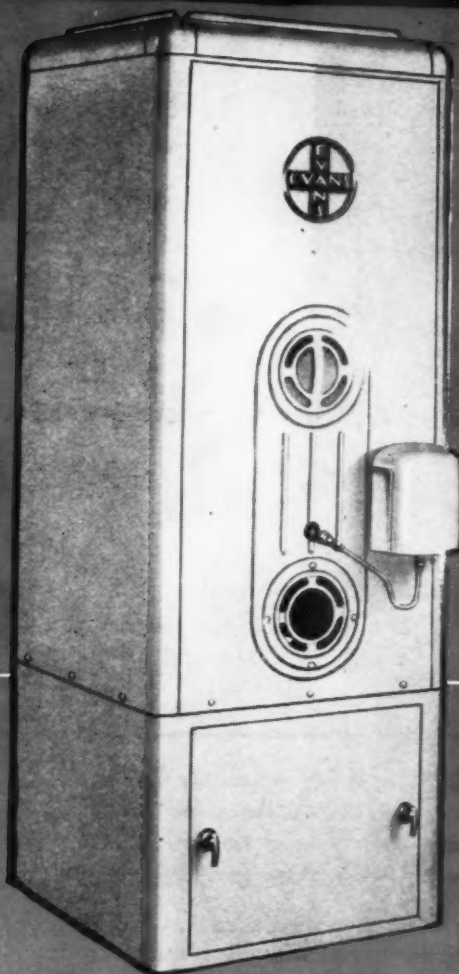
THESE 4 EVANS UNITS COVER OF YOUR HOME HEATING



MODEL 388
Showing blower
installed at the side



MODEL 388
Blower installed
in the rear

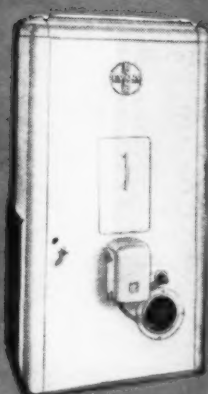


MODEL 388—A forced air furnace that takes the place of 3 separate units

A compact, winter air conditioner that can be installed in basement, closet or utility room. Produces 82,500 B.T.U. A powerful 10" Sirocco blower circulates filtered warm air in winter . . . cool air in summer. "Magic Mind" control unit assures completely automatic operation. Blower may be installed at sides, back or underneath.

You can sell an EVANS oil-fired WATER HEATER with every installation!

May be installed anywhere — no gas or electricity needed. Quality built Evans Water Heaters are entirely automatic — provide more hot water at less cost than any other type of water heater. 45 gal., 30 gal., 20 gal. sizes — an ideal selection for the small home.



MODEL 378—A space saving forced air furnace

Compact, fully automatic, and only 30" wide to go through a standard door. Factory wired and assembled ready for installation in closet, basement or utility room. Built-in blower, Power draft and "Magic Mind" control unit. 82,500 B.T.U. output.

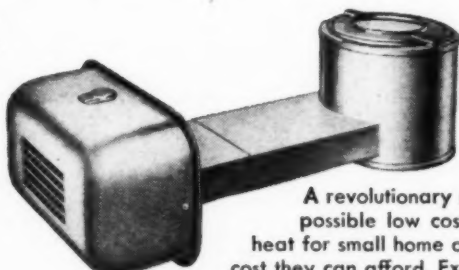
ONLY EVANS BRINGS YOU A LINE ENGINEERED TO FIT

MORE THAN 84% INSTALLATIONS!

From twenty-five years of experience as one of the world's largest manufacturers of heating and air moving devices EVANS brings you a line of heating equipment tailored to meet *your* sales requirements and the heating needs of your customers. Only EVANS gives you a line designed to keep inventory low, your profit margin high, and your installations simple. Here are the facts! See how they meet your needs . . . fill your customers' heating requirements . . . and you'll want the EVANS line.

EVANS

PRODUCTS CO.
HEATING & APPLIANCE DIVISION PLYMOUTH, MICHIGAN

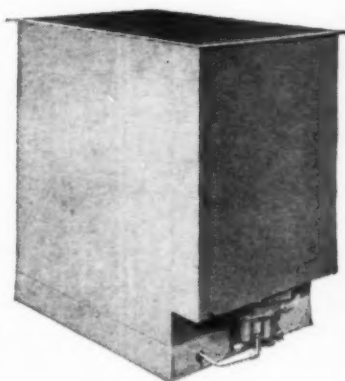


MODEL 598—A new low cost automatic conversion burner for small homes

A revolutionary new burner that makes possible low cost completely automatic heat for small home owners at an operating cost they can afford. Exclusive Evans telescope air duct assures snug space saving fit on any type furnace, 100,000 B.T.U. output.

MODEL 458—A low cost automatic floor furnace that takes no room space at all

This compact oil-fired furnace fits flush in the floor—no basement needed. It provides all the heating comfort you would expect from a full-sized basement installation and no duct work is necessary. 50,000 B.T.U. output.



4 for 84

MEANS BIG SALES
VOLUME WITH
SMALL INVENTORY

When you handle the EVANS line you stock only 4 heating units to sell 84% of the heating market . . . economically and profitably.

4 for 84

MEANS
QUICK, SIMPLE
INSTALLATIONS

Each Evans unit is completely assembled, wired and packaged . . . may be installed in hours, not days . . . and in perfect safety on combustible floors within two inches of walls.

4 for 84

MEANS THE RIGHT
EQUIPMENT FOR ANY
TYPE OF INSTALLATION

Two completely automatic furnaces; compactly fit in closet, utility room or basement. The automatic floor furnace takes no room space at all . . . fits right in the floor. The automatic conversion burner fits any type furnace whether steam, hot water or warm air.

4 for 84

MEANS LESS
SERVICE, FEWER
TROUBLE CALLS

Evans vaporizing burners have no moving parts . . . no mechanical troubles. They provide efficient, quiet operation at all times. No service problems with Evans!

4 for 84

CUTS YOUR COSTS
AND THE
CUSTOMER'S COST

With Evans you sell the *total* low costs of oil-saving automatic heating. 1. Low first cost. 2. Low installation cost. 3. The lowest operating cost.

4 for 84

MEANS EFFICIENT,
FUEL SAVING DESIGN

Every Evans unit is a simple, beautifully styled model engineered to produce warmth without waste. Here is a line specifically designed to provide small and medium size homes with low cost completely automatic heat.

FIT YOUR SALES REQUIREMENTS

TWO-WHEELED TORNADO

Combining lightness, strength and efficiency, this Blue Brute 105' Compressor is built for long years of trouble-free service. And exclusive Feather* Valves get all the air power out of every drop of fuel. Other Blue Brute Compressors from 30' to 500'.

*Reg. U. S. Pat. Off.

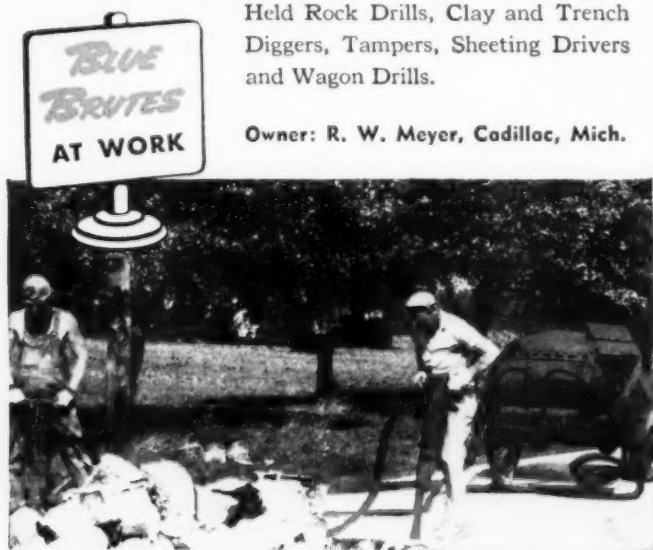
Owner: Plainfield Water Co.
Plainfield, N. J.



PROFIT-PACKED POWER

Tough, fast-hitting Blue Brute Paving Breakers are light in weight, easy to operate, and do a lot of hard work on very little air. Blue Brute Air Tools also include Hand-Held Rock Drills, Clay and Trench Diggers, Tampers, Sheeting Drivers and Wagon Drills.

Owner: R. W. Meyer, Cadillac, Mich.



Your nearby Worthington-Ransome Distributor (write us for his name) has the complete line of Compressors, Rock Drills and Air Tools, Contractor's Pumps, Portable Mixers, Truck Mixers and Pavers.

Distributors In All Principal Cities

WORTHINGTON



WORTHINGTON PUMP AND MACHINERY CORPORATION

Worthington-Ransome Construction Equipment Division
266 Canal Street, Holyoke, Massachusetts

IF IT'S A CONSTRUCTION JOB, IT'S A BLUE BRUTE JOB

110-11

HOPE'S

1818 The Name Guarantees 1948



KITCHEN WINDOWS

The best kitchen is the sum of many small conveniences — and not the least important is the ease with which you can adjust a HOPE'S Steel Casement, getting the exact ventilation you want with finger-tip control. HOPE'S Casements give more light for the size of the window opening, are easy and safe to reach for cleaning from the inside, and are weather-tight, permanently. They bring to the modern kitchen the same lasting quality that has made them the choice of the finest buildings throughout the world, and at a cost no greater than weather-stripped wood windows of good construction.

HOPE'S WINDOWS, Inc.
Jamestown, N. Y.

THE FINEST BUILDINGS THROUGHOUT THE
WORLD ARE FITTED WITH HOPE'S WINDOWS

3 S
3 3/4", 2

M

These
have t
hot ca
big pr
heavy
lacque
Attrac
offer o

LETT

Nu-A
or bro
sizes
beauti



Every Season is SELLING SEASON for **Nu-ART** and **Nu-LUME** **HOUSE NUMBERS!**



Nu-ART STAINLESS STEEL OR BRONZE HOUSE NUMBERS

These beautiful, ever-lasting house numbers always have the "New Look." That's why they sell like hot cakes. They take little space . . . they make big profits! Nu-ART Numbers come in either extra heavy bronze that is high polished and heavily lacquered . . . or in extra heavy stainless steel. Attractive display case FREE with introductory offer of complete assortment of 12 of each number.

Nu-ART LETTERS ALSO AVAILABLE

Nu-ART LETTERS in stainless steel or bronze are also available in all three sizes of 3 $\frac{3}{4}$ ", 2 $\frac{1}{4}$ ", 1 $\frac{1}{4}$ ". Make a beautiful sign of everlasting beauty.

Nu-LUME REFLECTING HOUSE NUMBERS

These brilliant Nu-LUME Reflecting House Numbers sell on sight! Positively won't rust or tarnish. Hand hammered effect finish makes them illuminate from flashlight, auto and street lights. FREE display case with introductory order of complete assortment of 12 of each number. Nu-LUME Reflecting Letters are also available in three sizes: 3 $\frac{3}{4}$ ", 2 $\frac{1}{4}$ ", 1 $\frac{1}{4}$ ". Prices furnished upon request.

**ORDER NOW
WE PAY THE
POSTAGE!**

2908

MOUNTING BOARD

These unique, attractive mounting boards furnished in solid walnut or other high quality wood. Prices furnished upon request.

THESE PRODUCTS SOLD ONLY TO RETAIL HARDWARE,
BUILDING MATERIALS AND LUMBER DEALERS



MACKLANBURG • DUNCAN CO.

OKLAHOMA CITY 1, OKLAHOMA

R.O.W.

REMOVABLE WINDOW



• never sticks!
• never rattles!

WINDOW APPEAL...

as advertised in *Better Homes and Gardens* and *The American Home*.

Delivered to the job as complete units—pre-fitted, weatherstripped. There are 41 manufacturers; for the name of the one nearest you, write R.O.W. Sales Co., Royal Oak, Mich.

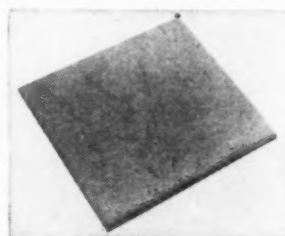
SPRING CUSHION
R.O.W.
WOOD WINDOW UNITS

Priced no higher than other good window designs to blend with the architecture. Weatherstripped.

NEW PRODUCTS

(Continued from page 150)

Travertone. The tiles come in 12x12-inch and 6x12-inch sizes with a white factory-applied finish. They are $\frac{3}{4}$ -inch thick with a bevel on all face



edges. Travertone can be installed on any rigid level surface with the tiles held in place by cement.

PLASTIC TOILET SEATS

AB7801

Introduced in 1947, "Plasti-Seat" is the first all plastic injection molded toilet seat in conventional design. Both cover and seat are injection molded in two separate pieces, and then permanently sealed together. This provides extreme rigidity as well as flat undersurfaces to meet conventional design specifications. The line is produced in a marbelized



white and black design, and a marbelized blue-green and rose pattern. Century Plastic Products, Inc., 8219 Almira Ave., Cleveland 2, Ohio, is the manufacturer.

DOOR CHIME

AB7824

A two-tone door chime produced at a cost low enough to meet the low and medium cost housing groups is announced. The chime housing has a baked on ivory finish and a polished brass medallion in the center. Two 1-inch brushed and lacquered brass tubes sound two pleasant notes for the front door, one for the rear. The double coil mechanism and chime transformer are designed for years of trouble free service. The chime is shipped complete with everything needed for installation but the wire. Known as Model No. 56, it is made by The Liberty Bell Manufacturing Co., Dept. AB, Minerva, Ohio.

BURGLAR-PROOF WINDOW

AB7808

A double hung window built with an automatic self-stored screen offers

(Continued to page 158)

BL

Method 1.
both edges

Method 1.
both edges

One
ment
block
brick
for
water

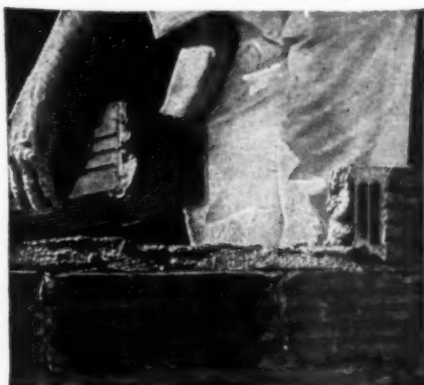
GET BETTER TILE AND BLOCK-WORK with **BRIXMENT!**

Tile or block-work offers very little protection against the penetration of water, unless both inside and outside head joints are completely filled with mortar.

In laying clay tile, or concrete or cinder block, even when they are used only for back-up work, especial care should be taken to secure full head joints on both the inside and the outside edges of the unit. Either of the following two methods may be used:



Method 1. Full head joints should be thrown onto both edges of the tile to be placed, or—



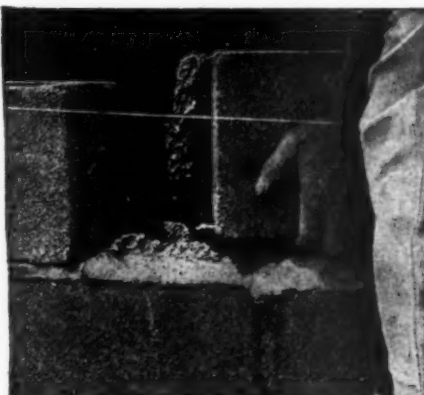
Method 2. A full head joint should be thrown onto one edge of the tile already in place and also onto the opposite edge of the tile to be placed.



Enough mortar should be used to cause excess mortar to ooze out of the joints on both sides of the tile.



Method 1. Full head joints should be thrown onto both edges of the block to be placed, or—



Method 2. A full head joint should be thrown onto one edge of the block already in place and also onto the opposite edge of the block to be placed.



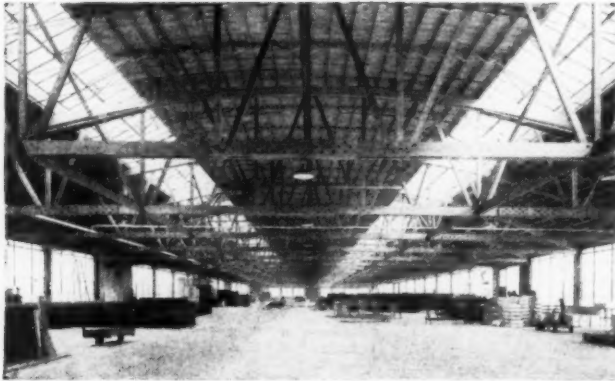
Enough mortar should be used to cause excess mortar to ooze out of the joints on both sides of the block.

One of the reasons bricklayers prefer Brixment mortar is the way it *sticks* to the tile or block, as shown above. It "stays put." The bricklayer does not have to stoop to the board for more mortar. You get a stronger, more water-resistant wall. ● Brixment mortar is

easier to work, saves time, effort, and money. In addition, it has higher water-retaining capacity, greater bonding quality, is more durable. It is this *combination* of advantages that has made Brixment the largest-selling masonry cement on the market.

LOUISVILLE CEMENT COMPANY, Incorporated, LOUISVILLE, KENTUCKY

HERE'S HOW TO BUILD A BETTER BUILDING AT GREATER PROFIT



AMERICAN BOWSTRING ROOF TRUSSES

Increase the value of your building. American Roof Trusses eliminate the necessity of center walls and posts, increase your floor space and make your buildings more adaptable to present and future uses.

Cut labor and construction costs. No expensive delays with American Roof Trusses. You save on costly footings, posts, and brick work. Whatever you are building—warehouse, garage, auditorium, store—American Roof Trusses are your answer.

Write for free catalog today.

AMERICAN ROOF TRUSS CO.

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CHICAGO 49, ILL.
PLAZA 1772



ESTABLISHED 1922

235 W. 37TH PLACE
LOS ANGELES 7, CALIF.
ADAMS 3-4191

Underwriters' Approved

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GAS, OIL,
COAL

FHA
Acceptance

Cost 10% to 50%
less than brick

Shipped complete
—all parts
for complete
installation

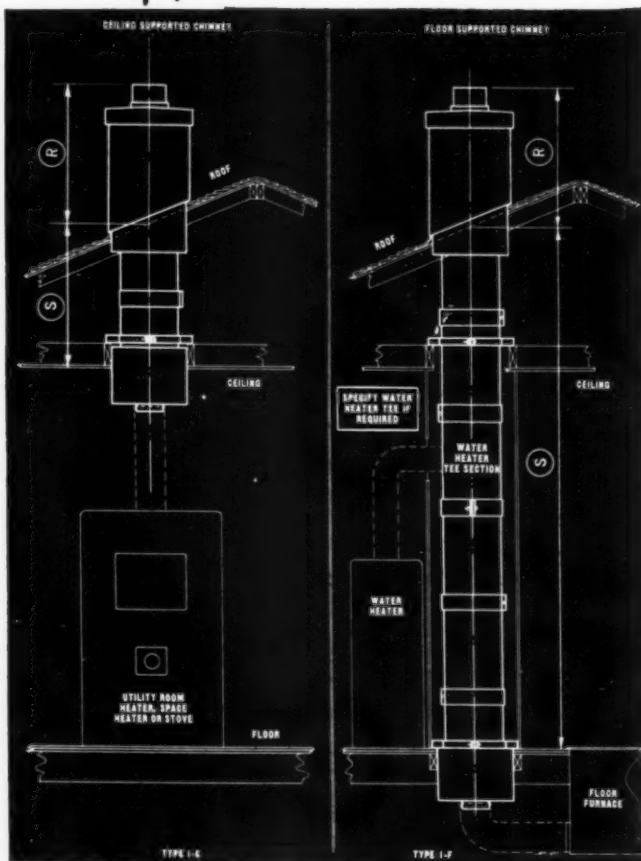
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For PRICES
send "R" and "S"
dimensions

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Randolph 3180

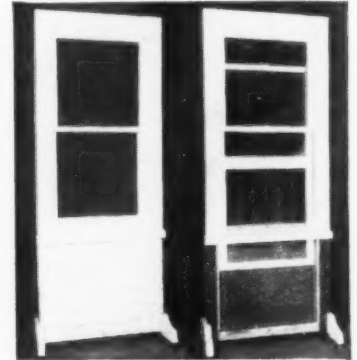
PACKAGED CHIMNEY



NEW PRODUCTS

(Continued from page 156)

something absolutely new in house construction. The unit is built so that any time the window is opened, it is automatically screened and barred; screened against insects and flies, and barred against burglars. Illustrations



show how screen is stored in a compartment below the window proper. The designer plans to glaze these windows with Thermopane. Owner of the patent rights for the window is Harry M. Long of the Long Lumber Co., Flint, Mich.

PLASTIC PLASTER

AB7827

A combination paint, pigment and plaster wall covering that produces a sand texture plaster finish is available. Applied with a brush, the finish will cover any firm wall surface, old or new, in just one coat. Because it hides cracks, seams, nail heads or patched spots, the finish is especially recommended for wallboard and walls in poor condition. It dries overnight and can be washed with soap and water without harm to its surface. Made by The Sicca Soya Paint Co., Peoria, Ill., this finish comes in twelve different colors.

SUSPENDED HEATER UNIT

AB7807

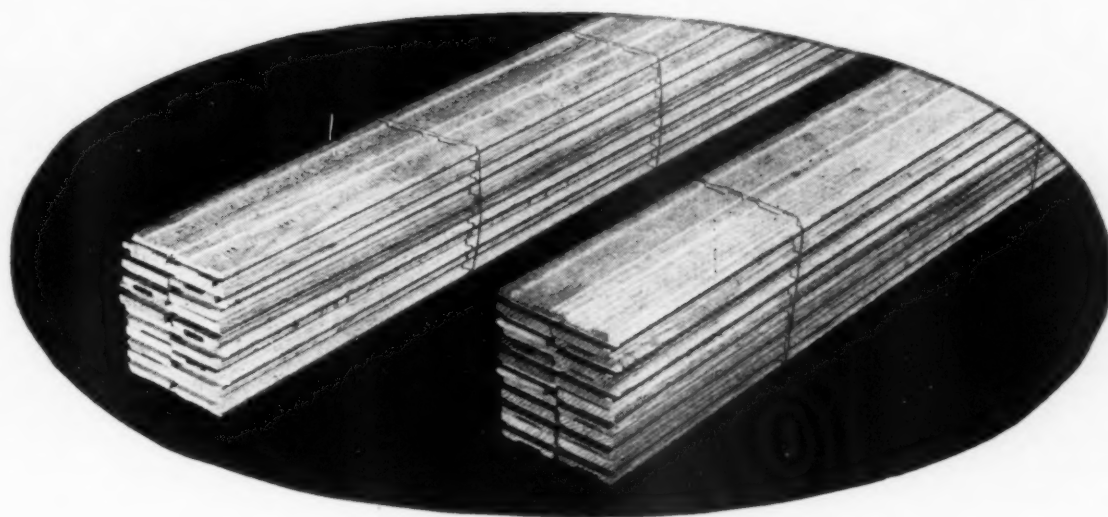
The Peerless Manufacturing Corp., Louisville, Ky., announce a completely new suspended, fan-type, gas unit heater that lends itself to many prac-



tical applications because it permits good head clearance. Streamlined in styling, this new heater is a very compact, one package unit. All controls and motor are mounted, wired and tested at the factory, reducing

(Continued to page 160)

You can't see the difference in these two bundles of flooring...



...BUT there will be a big difference in the floors they make

The flooring on the left has been carefully kiln dried, accurately machined, and properly graded. It will make a beautiful, long-lasting hardwood floor that will completely satisfy the home owner. The flooring on the right was poorly seasoned, indifferently graded, and has serious manufacturing defects. Difficulty and added expense will be experienced in laying this flooring, and there will undoubtedly be complaints on the completed floor.

Hardwood flooring has to be bought on confidence. There's no bigger gamble than the purchase of unbranded flooring through "fly-by-night" sources of supply!

■ Hardwood flooring, more than almost any other building material, must be purchased on the reputation of the manufacturer and the integrity of the dealer who sells it. Flooring is received in wire-bound bundles, making it impractical to examine individual pieces, as you can do when unloading lumber. Furthermore, even closest scrutiny of every strip will not disclose shortcomings in seasoning or certain de-

fects in manufacture. These will become apparent only as the flooring is being laid, or after the floor has been in use.

When you buy flooring through unknown sources, you have no recourse. You don't know what you're getting until it's too late! Protect the home buyer, and yourself, by purchasing accepted brands of flooring and buying through recognized, reliable dealers.



E. L. BRUCE CO., MEMPHIS, TENN.



He's a **PLUS** in Parante Service!

Don't overlook this man if you have a knotty problem involving wire or cable. He's the Parante representative from any of the strategically located points shown above. As a specialist in applying the correct solution to wiring problems from Parante's diversified line, he has helped smooth wrinkles from many brows. Or, if it is something special, he'll work with you and Parante engineers and production men in coming up with the right answer.

If he can help you, just contact through your wholesaler, the nearest Parante office, or Fort Wayne.



Parante wire or cable is made under the watchful eye of SQC—Statistical Quality Control! Nothing is left to chance. Scores of graphs, tests, measurements—figures and figures—by columns and rows of columns—are drilled and marshalled, compiled and analyzed with individual operations still in progress. With SQC you can confidently recommend and use Parante for lasting satisfaction.

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Division of ESSEX WIRE CORPORATION
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NEW PRODUCTS

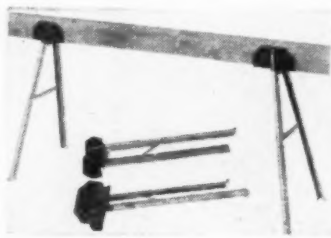
(Continued from page 158)

installation to merely connecting the hangers to the ceiling support, and completing the gas and electrical connections. The gas inlet is so arranged the user can remove it quickly without interrupting the service of other gas equipment. All units are finished in tan. Current sizes range from 65,000 B.T.U. to 200,000 B.T.U.

SAW HORSE LEG

AB7820

A handy labor saving device is the Klampson all-steel folding saw horse leg made by the Jim C. Porter Co., 130 East Washington St., Indianapolis, Ind. The Klampson saw horse

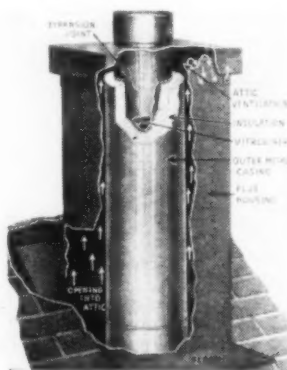


leg is self-leveling. It clamps on 2x4's and 2x6's and can be on and off the job in a few seconds. Waste of lumber, time and nails is eliminated when it is used. Made of 14-gauge steel, the leg will not buckle on the job. It is lightweight, a set of four weighs less than 20 pounds, and folds compactly. The leg is finished in rust-resistant red enamel.

PACKAGED CHIMNEY

AB7837

A light weight prefabricated flue, known as the Packaged Chimney, is on the market. It is supported entirely from the ceiling and roof and does not require any brick work. The central flue pipe is a porcelain enamel liner. Packed between this and an outer metal casing is a loose fiber as-



bestos insulation. The advantages of this chimney are its ease of installation, its durability, its efficient operation and its low cost. Test cases showed the installation time is about two man hours per average job. Manufactured by the Condensation Engineering Corp., 122 South Michigan Ave., Chicago 3, Ill., it is marketed as the Vitroliner Type E flue.

DEDOES CABINET HARDWARE!



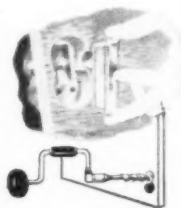
—add that extra touch of bright modern harmony where the heart of a housewife lies... where the beauty and convenience of the kitchen makes easier, faster home sales.



• Revolutionary in cabinet hardware design... a proven must for original installations or replacements. Where Dedoes Hardware is installed housewives are sold on sight at the smooth, streamlined lines of this completely modern star studded kitchen. A finger touch, and presto!—Doors and drawers open easily, silently, swiftly,—no friction catch. Two smart finishes for better harmony, for smarter design... lustrous polished chrome and satin finish stainless steel. Unconditionally guaranteed. Write for catalogue sheet today or see your Dealer.

EASY TO INSTALL!

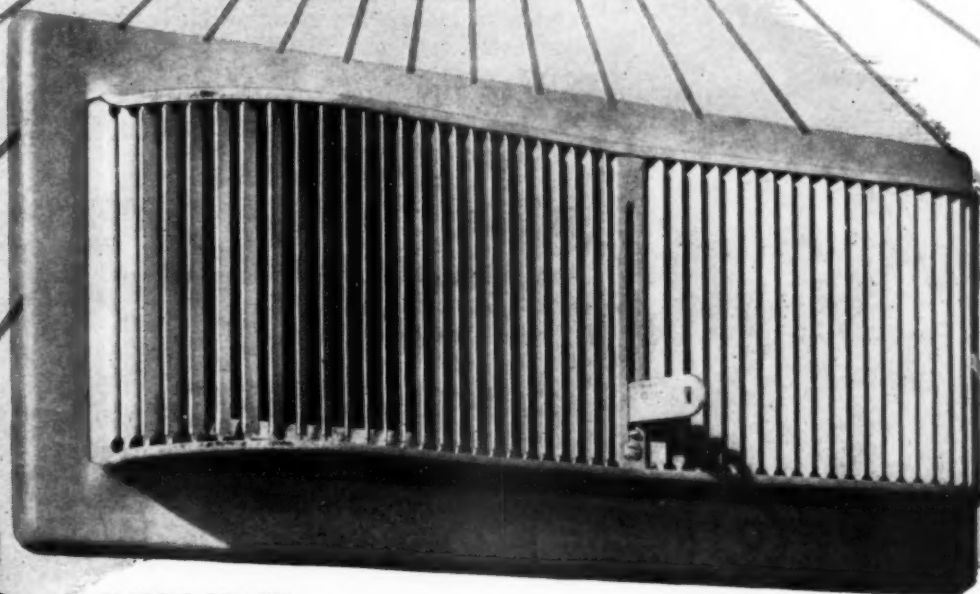
Merely drill two 1-7/16" holes and fasten front piece to back plate with two screws. Simple! Fast!



Dedoes
BERKLEY, MICHIGAN

TRUE DIFFUSION

FOR DRAFT-FREE COMFORT

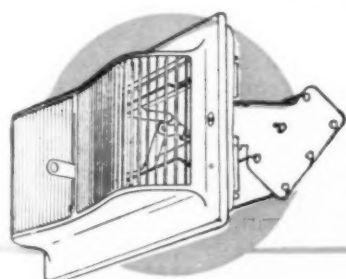


CLASSIC BEAUTY

WITH THE NEW HONEYWELL REGISTER

DESIGN FEATURES

1. Balancing becomes a QUICK, ONE-MAN job.
2. Branch quadrants can be eliminated, when velocities are under 800 fpm.
3. Installation costs are drastically cut.
4. Smart new appearance and functional design.
5. No streaks on walls and ceilings.
6. Manual shut-off for fuel saving and convenience.



Self-contained volume dampers accurately meter the air with an adjustable lever at the register itself. Locking feature guards against unbalancing system.

SIT right in front of the new Honeywell Register after installation on a forced air job. You'll never be conscious of disturbing air movement with either high or low wall installations.

The radically improved design of this handsome new register eliminates drafts—prevents discomforting blasts of air into the room.

The graceful lines of the extended grille afford a gentle, even flow of air that blankets every nook and cranny of the room. Temperatures are the same in all parts of the room. Cold spots are eliminated.

Besides greater comfort, the Honeywell Register enables you to offer other long-needed improvements. Unsightly wall and ceiling streaks are prevented. Installation costs are lowered sharply. And the streamlined beauty of the register takes its place with even the most exacting decorating schemes. Small wonder the Honeywell Register is fast gaining overwhelming acceptance. Minneapolis-Honeywell, Minneapolis 8, Minnesota. In Canada: Toronto 17, Ontario.

MINNEAPOLIS
Honeywell

CONTROL SYSTEMS

**THE
ONLY**

10" TILTING-ARBOR SAW

which can be successfully driven
by low-cost standard (not special)
motors, gas engine or line shaft
by using "rolling drive pulley".



BOICE-CRANE NO. 2514

Has $\frac{3}{4}$ " arbor, the largest arbor and heaviest bearings of any 10" saw. Handles heavy overloads.

Motor is entirely separate from machine and away from the dust, keeping vibration from the saw arbor and eliminating needless wear on trunnions and slide ways. With motor weight off the arbor, the arbor always stays accurately locked in any tilted position.

28" long cast iron rip fence, precision ground both sides, features one-knob lightning-fast automatic control of both front and rear locks. Fence is aligned as it micro-sets, saving the necessity of reaching over blade to set or adjust fence. Secure and accurate alignment on first lock-up.

Conveniently grouped controls for quickly, accurately tilting, raising and lowering saw blade. Positive locks. Easy-to-read accurate gauges. Large dust chute encloses lower portion of blade, and discharges sawdust away from motor.

Finest miter-gauge yet designed, with patented plunger-setting and adjustable stops for 45° and 90°.

Approved tilting safety guard shields entire blade. Reinforced splitter prevents binding, has anti-kickback feature.

Powerful V-belt drive, capable of transmitting up to TWO horsepower. Available in bench or floor models.

SPECIFICATIONS:

Table: 20" x 27"; with extension 36" x 27".
Saw Blades: 10" dia. max.—Dado Heads 6" dia. x 1-1/16" wide.

Depth of Cut: Saw Vertical: 3". Saw Tilted: 2-1/8".
Rip Capacity: No. 2500—21" max. No. 2505—37" max.
Cut-off Capacity: 13" clear before blade.
Bearings: New Departure Grease-sealed.

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OF SATISFACTORY SERVICE**
specify only the products of manufacturers
who **SPECIALIZE** in producing power tools,
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SPINDLE SANDERS • LATHES • THICKNESS PLANERS
SPINDLE SHAPERS • DRILL PRESSES • JOINTERS

National Savings and Loan League Gets New President

JAMES J. O'MALLEY, president of the First Federal Savings and Loan Association of Wilkes-Barre, Pa., was recently elected president of the National Savings and Loan League.

O'Malley, who succeeded Curtis F. Scott, New Orleans, is a prominent financial and business leader in Wilkes-Barre, with a wide range of interests. He is chairman of a federal statutory body created by congress and known as the Federal Savings and Loan Advisory Council which advises the Home Loan Bank Board. He is also a director of the Federal Home Loan Bank of Pittsburgh and is a past president of the Pennsylvania Savings and Loan League.

Secretary-Manager Named For Insulating Siding

RICHARD G. BREEDEN, JR., is now secretary-manager of the Insulating Siding Association. Formulated just two years ago, this Associ-



RICHARD G. BREEDEN, JR.

ation is comprised of fourteen leading manufacturers of insulating siding products.

Breeden was formerly merchandising manager for the Handicraft Division of the Burgess Battery Co. He was in the Navy from 1940 to 1946, and left the service with the rank of Commander. Prior to the war, he was with the United States Gypsum Co. in the Industrial Sales Department.

Breeden was graduated from Northwestern University in 1938.

Jones & Brown Open Newly Remodeled Headquarters

THE opening of newly remodeled, completely modern headquarters for Jones & Brown, Inc., at 439 Sixth Ave., Pittsburgh, Pa., has been announced by E. N. Rosenthal, president, and Charles G. Brown, secretary and treasurer. The firm is national distributor of Insellbric, the insulating brick siding, and Ko-Z-Aire conditioning units.

Voorhees Is New President Of National Plywood Group

GEORGE E. VOORHEES of Jackson, Mich., was elected president of the National Plywood Distributors Association in June. The elections were held in Chicago at a joint meeting of the Wholesale Building Materials Division and Plywood Distributors Division of the association.

The importance of a nationally organized wholesale distributor's group for wholesalers handling building materials was underscored by Earl F. Boyle of Johns-Manville Sales Corp. in a talk on the value of jobber distribution. The next three to five years Boyle declared, will determine the kind of distribution setup that will develop in the industry. The wholesaler must prove to manufacturers that he can expand distribution.

Donald M. Crooks of the Douglas Fir Plywood Association outlined the outlook for production of that commodity. It is probable that production in 1948 will reach 2.1 billion square feet, he said. In 1949, a production of 2.7 billion square feet is anticipated.

Other new officers of the association are: John L. Williams of Indianapolis, vice president of the Plywood Distributors Division; J. I. Pavey of South Bend, Ind., vice president of the Building Materials Division.

A chairman and vice chairman for each division were elected for four geographical sections of the United States. For the Plywood Distributors Division, they are: Western—A. E. Lundgren of Tacoma, Wash., chairman; E. E. Hall, Portland, Ore., vice chairman; Central section—John L. Williams, chairman; Dan L. Davis, Jr., of Chicago, vice chairman; Eastern section—Hal Keely of Pittsburgh, chairman; R. C. Whitmyer of Gloucester City, N. J., vice chairman; Southern section—W. W. Logan of Miami, chairman; Charles McKee of New Orleans, vice chairman.

Holding the same positions of chairman and vice chairman respectively for the Wholesale Building Materials Division are: Western—Kenneth J. Shipp of Oakland, Calif.; Benjamin Levinson of Seattle; Central—J. I. Pavey of South Bend; John P. Ashton of Des Moines; Eastern—Carl Crosby of Everett, Mass.; no vice chairman named; Southern—Lee T. McCourt, Memphis, Tenn.; and Garnett Mitchell, Nashville, Tenn.

At Muroc, California- TOURNALAYER BUILDS 100 MASONRY HOMES



PROVIDES 200 SQUARE FEET EXTRA AT LOWEST BID PRICE!

100 masonry homes have just been built near California's Muroc Air Base by the famous Tournalayer Method! They are now being finished as beautiful, livable homes for Base personnel and their families. Each home has 1344 square feet of space within its walls — 200 square feet of living space more than minimum bid specifications! ... All 100 of these beautiful LeTourneau homes have been built around a compact, basic plan that provides 2 bedrooms, a large 23' x 18' living room, kitchen, dining room, bathroom, and service porch ... And they were built for the low bid price of \$7,500!

LeTourneau homes such as these at Muroc are well adapted to the unit system of architectural design and can be placed wherever desired. They are not prefabricated — they are permanent masonry homes that any builder or contractor can design individually, yet mass produce and sell for less than the price of a conventional house. LeTourneau homes are the answer to the tough problems involved in mass home-building operations. Write today for more information!

Tournalayer — Trademark



U. S. Engineers supervise Muroc job, which is almost complete despite extreme weather conditions that included rain, snow, hail, sand storms, and temperatures that ranged from over 110° to less than 10° F.

Insulating concrete cuts job costs — Here a big capacity Tournalayer places insulating concrete at Muroc — concrete that eliminates need for furring, lathing, plastering, and cuts maintenance costs to a minimum. The durable structures formed are firesafe, windstorm and quake-proof ... This means secure, comfortable living!



R.G. LE TOURNEAU INC

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DEPARTMENT 301

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THE NEW ADJUSTABLE
RITE-LOCK
FOR SLIDING DOORS



- For Entrance Doors, Bath and Inside Sets.
- Solid Brass Exterior.
- Three Escutcheon Types.

RITE-LOCK adds distinction and convenience to today's sliding doors. It's new, compact, trouble-proof...fits almost any thickness of door. The latching action is positive and releases with a natural sliding movement of the bar in the cup. For convenience and economy a finger pull is formed in the face plate. Look at these advantages:

- ★ Adjustable in width from 1-1/8" to 1-15/16"
- ★ Unit-type requires only a 3-1/2" x 2-5/8" notch
- ★ Adaptable to right or left hand doors
- ★ Outer case measures only 4-1/2" x 2-7/8"
- ★ Pin-tumbler 3/4" diameter cylinder available

Ask your Hardware Consultant
or write us for complete details.



(Continued from page 120)

Application Of Giant Individual SHINGLES The American Method

THE American method of applying giant individual asphalt shingles is most commonly used for new work but may be used for reroofing over old roof coverings.

Shingles of any type are recommended only for roofs with a pitch of 4-inches rise for each horizontal foot. When the American method of application is being followed, giant individual shingles should be exposed 5 inches to the weather.

The first essential of shingle application is that the deck be sound. General recommendations for wood decks are that 1 by 6 inch tongue and groove sheathing be used. Each board should be fastened to each supporting rafter with two 8d nails, one through the face of the board and one through the edge.

An underlayment of No. 15 asphalt saturated roofers' felt goes on top of the deck to protect the wood from dampness. Roll roofing should never be used for this purpose because it would act as a vapor barrier. To in-

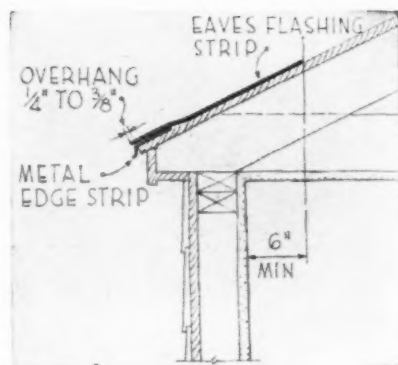


FIGURE 1—Shows roof deck preparation

sure immediate protection to the deck, only as much decking should be laid in a day as can be covered with felt the same day.

The first element of the roof to be applied on top of the underlayment is a metal drip edge, a strip of sheet metal, 28 gauge or equivalent, painted on both sides. A metal strip of this sort should be laid along the

(Continued to page 166)

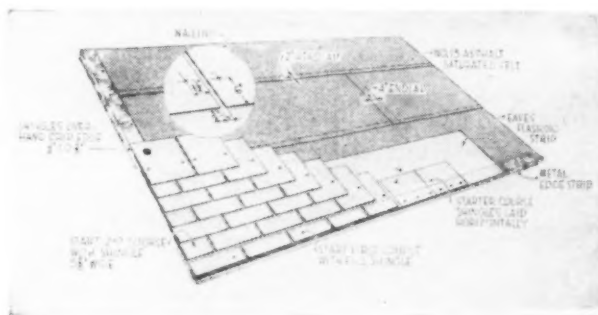


FIGURE 2—Application of giant individual asphalt shingles by the American method is such that in every second course spaces between the adjoining shingles are in line

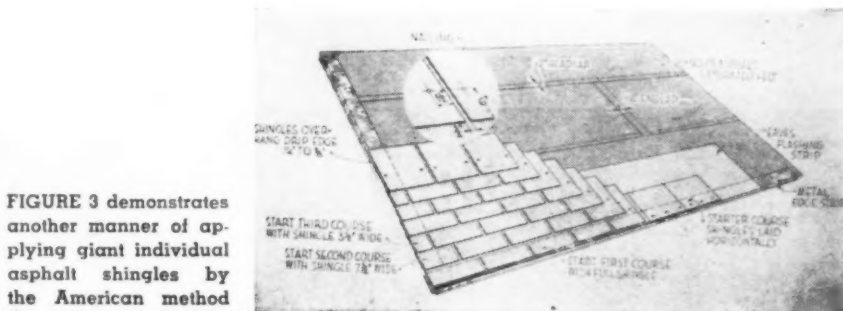


FIGURE 3 demonstrates another manner of applying giant individual asphalt shingles by the American method



Plenty of daylight on all work surfaces . . . plus a view to brighten kitchen duties . . . through under-cupboard and Picture Windows. They're glazed with *Thermopane* to minimize condensation and provide more year-round comfort.

CLINCH THE SALE WITH

More Glass in the kitchen



Prospective home buyers look at the kitchen with a critical eye. You can be sure of instant, feminine approval and emphatic masculine okays . . . when you build-in beauty, efficiency and maintenance economy . . . with GLASS.

Easy to install, glass is economical to maintain. Walls faced with *Vitrolite** can be quickly wiped clean with a damp cloth . . . won't absorb dirt, moisture, odors . . . keep their sparkling beauty without refinishing.

The varied forms of L-O-F flat glass enable you to create kitchens that meet modern demands for efficiency plus individuality. The fine quality of these glasses assures your prospects . . . without sales talk . . . of the high standards you maintain in the homes you build.

For illustration of the many uses of glass, send for our *Thermopane** and *Vitrolite** books. Libbey-Owens-Ford Glass Company, 1878 Nicholas Building, Toledo 3, Ohio.

MODERN FLAT GLASSES . . . READILY AVAILABLE THROUGH LOCAL L-O-F GLASS DISTRIBUTORS

Thermopane insulating unit, composed of two or more panes of glass with dry air between. L-O-F's *Bondermetic Seal** keeps dirt and moisture from entering the air space. Available in over 60 standard sizes, as well as special sizes.

Vitrolite glass facing for walls, ceilings, counter and table tops. It resists marring, won't stain, is unharmed by grease, acids, alkalis.

Polished Plate glass for quality mirrors. It's ground and polished on both surfaces to assure true reflections.

Libbey-Owens-Ford also makes Quality Window Glass and *Tuflex** Tempered Plate Glass.



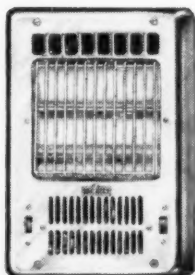
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**NEW
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mean
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FAN-GLO HEETAIRES give you NEW potent selling features . . . THERMOSTATIC CONTROLS plus your customer's choice of ivory, brown or nuchrome finishes!

—THERMOSTATIC CONTROL—

Every FAN-GLO HEETAIRE available with Thermostatic Control. Automatic range from 56° to 84° F. Ivory enamel case—equipped with thermometer (Underwriters' Approved).

New recessed Heetaires (series 230 and 240) are available in special electrically baked ivory and brown enamels—in addition to Nuchrome—for living rooms, dining rooms, bedrooms, etc. That means more sales—more profits for you!

MORE PROFITS for you . . . because it's backed by powerful selling ammunition—a dynamic sales manual, sales literature, catalog and specification sheets and charts . . . plus national magazine and newspaper advertising that drives home to millions of prospective customers the fact that FAN-GLO HEETAIRE is the only heater that gives BOTH kinds of heat—Warm Comfort Quickly.

Call your jobber--he's all set to help you make more sales--more profits.



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MARKEL ELECTRIC PRODUCTS, INC.

LA SALLE LIGHTING PRODUCTS, INC.

151 SENECA ST. ● BUFFALO 3, N. Y.



**How-
To-
Do-It**

(Continued from page 164)

eaves on the rakes, extending back 2 to 4 inches along the roof surface and bent down over the edge of the roof about the thickness of the deck sheathing. Fasten each strip along its inner edge with galvanized roofing nails 8 to 10 inches apart.

An "eaves flashing strip" of mineral-surfaced roll roofing then is applied flush with the lower edge of the drip edge and extending up the roof to a point at least 6 inches beyond the inside wall line. (Figure 1)

Nails used to secure giant individual shingles should be galvanized roofing nails, long enough to penetrate at least $\frac{3}{4}$ inches into the roof deck. Each shingle is fastened with two nails, located 6 inches up from the bottom of the shingle and $1\frac{1}{2}$ inches in from each side. (Figures 2 and 3)

Horizontal and vertical chalk lines should always be used to insure good shingle alignment.

Starter course shingles are applied with their 16-inch sides parallel to the eaves, flush with the lower edge of the eaves flashing strip. Shingles are spaced $\frac{3}{4}$ inch apart.

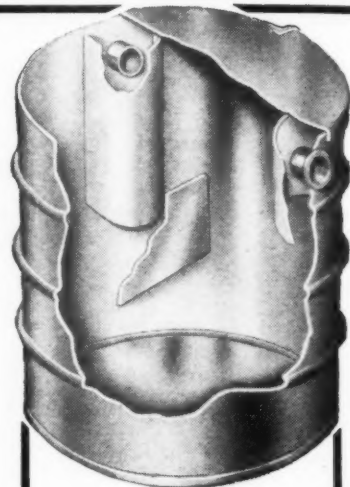
All regular course shingles are applied with their 16-inch sides parallel to the rakes and their 12-inch sides parallel to the eaves. The space between shingles in the same course is $\frac{3}{4}$ inch. Working from left to right, the left edge of the first shingle in the first course should be flush with the rake edge, and the bottoms of the first and succeeding shingles, flush with the eaves edge. The last shingle in the course is cut off flush with the right rake.

The second course begins with a half shingle and continues with full size shingles. The third course begins with a full shingle, and the first shingles in succeeding courses are alternately half and full size.

An alternate method of laying courses after the first is to start the second and third courses with shingles from which enough has been cut so that joints between shingles of every third course will be in line vertically. This method will give slightly better coverage than will the method in which joints of every second course are in line.

(Continued to page 168)

**SEPTIC
TANKS**



Two Sizes . . . 300 and 500 gallon capacity. 14 Gauge Steel, Black Asphalt Coating.

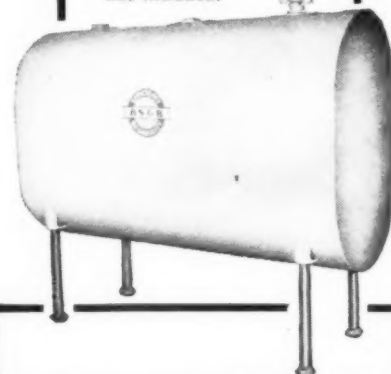
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THERE'S NO OTHER PRODUCT LIKE IT!



Now you can give low-cost houses the lasting protection of durable, non-rusting copper flashing. It adds an important sales point to every house; it enhances the reputation of the builder as a user of quality material; it assures complete satisfaction for the owner. And it is so low in cost . . . so economical to install, that you'll want to start using Revere Home Flashing right away!

The Revere Home Flashing System is based on a special gauge, special temper and special size of sheet copper developed exclusively for flashing low-cost houses. It is packaged, complete, ready for you to install.

Each package contains: (1) 10 sheets of special Revere Copper pre-cut to 18" x 48", the right size for easy handling and economical installation; (2) enough hardware bronze nails to do the job right; (3) a 16-page instruction book that clearly shows—in words and pictures—the fastest and surest way to install flashing around doors, windows, chimneys, and adjacent wall and roof joints.

Two thrifty packages of Revere Home Flashing are enough to seal *all* the vital joints on the average small house.

AT YOUR BUILDING SUPPLY DEALER

Your building supply dealer has Revere Home Flashing in stock . . . or can get it for you promptly. Ask him today, and start now to give your customers—and yourself—the protective advantages of the Revere Home Flashing System.

Of course, good construction calls for copper gutters, downspouts and plumbing lines, too!

REVERE

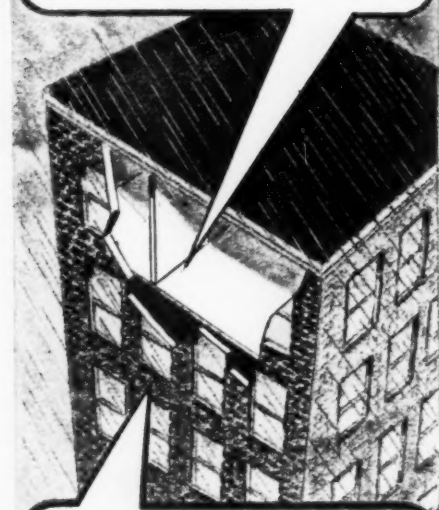
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Write Today for complete information.

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Boston 9, Mass.



How- To- Do-It

(Continued from page 166)

How to Avoid Plaster Trouble

IF THE following eight simple common-sense rules are followed closely, the best possible results will be obtained from plaster with a minimum of trouble.

Rule 1. Keep moisture from plaster before mixing. Moisture causes plaster to set. Therefore, plaster should be stored in a dry place, and circulation of air through the warehouse should be prevented. Do not pile plaster out-of-doors or on the bare ground or next to green walls. Do not allow plaster to stand dry-mixed with sand.

Rule 2. Have lath conditions right. Lath should be of good grade and should be properly spaced and nailed. Look out for dry lath. Wood laths are bound to swell when wet, and if not swelled before plastering, they are likely to swell and buckle afterwards. Therefore, wet the lath. It is better to do it the day before and again about one hour before plastering. It is especially important to wet wood lath over doors and windows where the walls dry out very rapidly.

Note: One way to avoid lath troubles is to use Rocklath, the fireproof plaster base. You do not have to soak Rocklath, and it makes a solid, dense wall that can never buckle. Brick walls have great suction; sprinkle them well before plastering.

Rule 3. Water quality — clean water is desirable, when obtainable for all plastering. The set of cement plaster is practically independent of water quality. Finishes, however, may be stained if the gauging water contains soluble impurities.

Rule 4. Sand quality—sand meeting the requirements of A.S.T.M. for fineness is desirable. The setting time of cement plasters is practically independent of sand quality. Sand should be free from frost.

Rule 5. Keep set-up plaster out of the mix. Set plaster causes quick-set. Clean the mortar box and tools after each gauging. Do not wash tools in the gauging water. Do not mix one gauging with another. Do not re-

(Continued on page 170)



**STANLEY WOOD
CHISELS**

NO. 750—SOCKET BUTT
CHISEL

NO. 61—PARING CHISEL

NO. 60—BUTT CHISEL

Edge-holding steel ALL THE WAY

You can grind and hone new edges the whole length of these high-carbon chisel steel blades. They're heat-treated and tempered all the way. Comfortable handles of selected straight grained hickory with three sole leather washers cemented together on the striking end or composition handles with crown shaped steel cap. A full range of styles and sizes. Stanley Tools, New Britain, Conn.

THE TOOL BOX OF THE WORLD

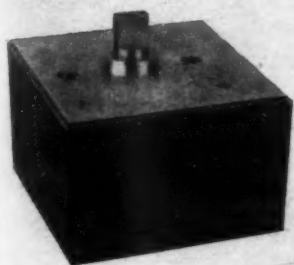
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HARDWARE · HAND TOOLS · ELECTRIC TOOLS

The Pittco Checking Floor Hinge is small in size ($6\frac{1}{4}" \times 6\frac{1}{4}"$); provides positive door speed control, a separate checking control, and a built-in hold-open feature. It is

sealed in oil for life. Case and cover are drop-forged. The main working parts are hardened and ground tool steel. Bearings are anti-friction, precision-ground.



Made of extra-heavy extruded aluminum — highly polished and anodized — the frame is a handsome and rugged structure. Steel channels and tie rods heavily reinforce the frame, as partially shown here.



"Pittsburgh's" new factory-built

HERCULITE DOOR-FRAME ASSEMBLY

is easy to specify...easy to install

WHEN you order the new Pittsburgh Herculite Door-Frame Assembly, you are not involved in any complicated or long-drawn-out specifications. All you do is specify "Herculite Door-Frame Assembly" and provide the style number and size—of which there are twelve standard designs from which to choose. And it is easy to install, too. A completely factory-built frame — in one unit — no assembly is necessary on the job.

This Herculite Door-Frame Assembly is supplied complete with Pittco Checking Floor Hinge, moldings for transom glass, supports for sidelights, strikes for locks, sockets for bolts, and thresholds when specified.

In this frame, architectural styling

has been combined with structural and mechanical engineering to produce a unit that is both good looking and well-constructed. It is factory-built of special shapes and of heavy extruded aluminum, reinforced with structural steel. Metal craftsmen fabricate the frames to high quality standards, using special checking gauges to assure accuracy of all dimensions. Thus, when the building is ready for the doors, they are simply set on the hinge pivot, the top pivot is dropped into the top channel and the structure is complete.

The coupon below will bring you complete information on this new and revolutionary door-frame assembly. Fill it in and return it now.

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Please send me your literature on "Pittsburgh's" new Herculite Door-Frame Assembly. There is no obligation on my part, of course.

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A PERMANENT ALLOY • Sheet metal you can get NOW. High grade zinc alloyed for greater tensile strength. Lower cost than copper. Weather resistant. Won't red rust. Used and lasts for years. Good working properties. EASILY SOLDERED AND FORMED. Write for full details.

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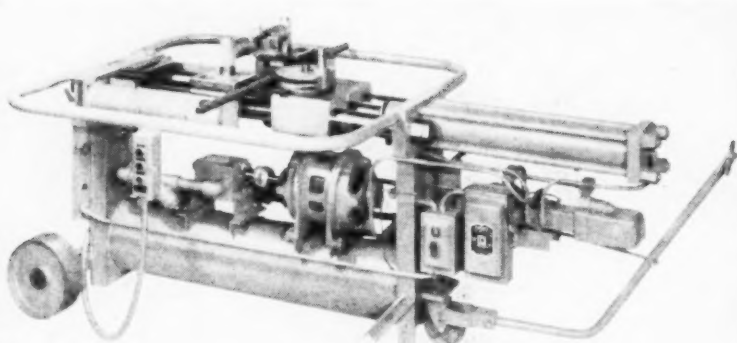
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FOR RADIANT HEAT APPLICATIONS it is ideal. Capable of 180° bending, capacity up to 2" pipe.

FOR "ON THE JOB" CONSTRUCTION WORK reinforcing bars can be bent. Capacity up to 1¼" square.

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WALLACE SUPPLIES MFG. CO.

Bending Specialist Since 1900

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How- To- Do-It

(Continued from page 168)

temper plaster after it has commenced to set. Throw it away. It is time and money saved.

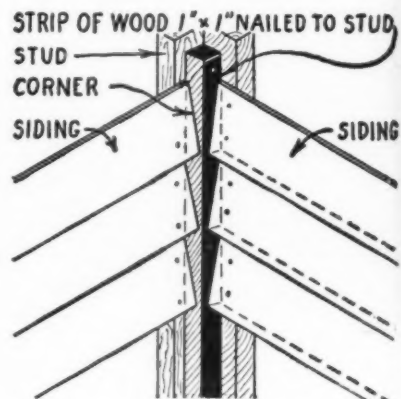
Rule 6. Mix material as needed. Apply mortar immediately after mixing and do not mix more material than can be handled in about one hour.

Rule 7. Mixing methods — the maximum strength and uniformity of sand and plaster mixtures depends on getting a perfect mix on the job. Uneven distribution of sand in plaster may result in weak oversanded spots due to incorrect mixing practice. Mixing should be continued until sand and plaster are thoroughly incorporated. Machine mixers should be kept clean and free from set plaster.

Rule 8. Keep green walls from freezing until set hard. Frost will not injure plaster after setting occurs, and walls may be allowed to freeze dry. Whenever there is likelihood of frost in basecoat plasters, they should be warmed and dried thoroughly before finishing.

How to Get Neat Corners When Nailing Siding

HERBERT E. FEY, New Braunfels, Texas, in submitting this idea says, "To eliminate the usual openings that occur in corners where the



ends of the siding come together, I have adopted the method shown in the drawing."

Rip a length of board one-inch square and nail it to the studs in the corners. This provides a straight sur-

(Continued to page 172)

LEADING DEVELOPERS DEPEND ON

CHRYSLER AIRTEMP

AUTOMATIC HEATING

TO HELP THEIR NEW PROJECTS SUCCEED!

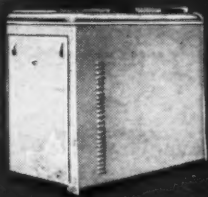


"You may rest assured that my new development, which I intend to start within the next few weeks, will be Chrysler Airtemp-equipped exclusively," writes Mr. Richard P. Eitner, of Grossman-Eitner, Inc., Southampton, Pennsylvania.

... And that is the way leading builders from coast to coast help put the stamp of "success" on their new developments. Chrysler Airtemp Automatic Heating equipment is known for its year-in-year-out reliabil-

ity, all-weather comfort, and thrifty operation. Buyers know and trust these time-proved units. That makes your selling job easier—helps new projects succeed.

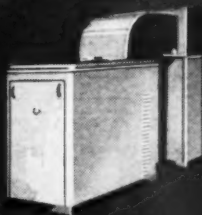
Take a leaf from leading builders' "books," and put the silent salesmanship of Chrysler Airtemp heating in *your* houses and development projects. You will find it a wise decision, indeed. Why not call in an Airtemp dealer today, and let him help you plan the heating for your next job?

MORE COMFORT FROM ANY TYPE OF FUEL . . . AUTOMATICALLY!

Winter Air Conditioner.
Gas or Oil.



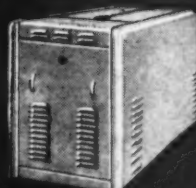
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Oil, Gas or Coal.



Year-Around Air Conditioner.
Heats and Cools.



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Water Heaters.



Boilers for Steam
and Hot Water.

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There is a Chrysler Airtemp dealer nearby to serve you. Depend on him for expert knowledge of home-heating systems, prompt delivery of equipment, skilled installation, and for the speedy, efficient maintenance service that holds buyers' good will.

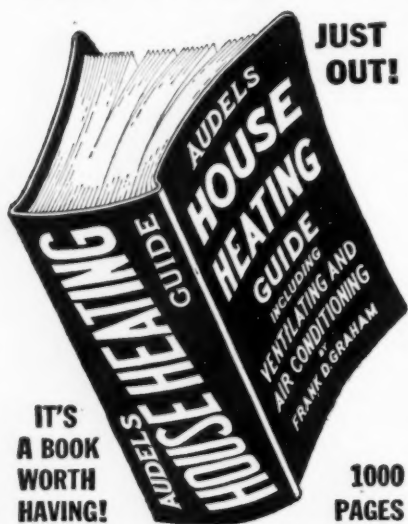
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Dayton 1, Ohio

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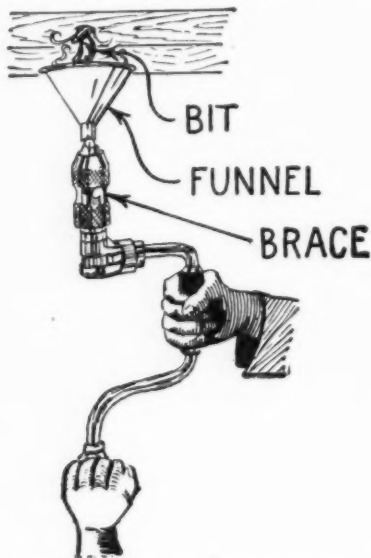


(Continued from page 170)

face against which the siding can be tightly and accurately fitted. In this manner, the corner will look neat and trim. There will not be any openings or cracks that can harbor spiders or other insects.

How to Catch Shavings When Drilling Overhead

WHEN drilling overhead, shavings have a habit of falling in the face of the mechanic. To eliminate this condition place a funnel over the bit



of the brace as illustrated above. If funnel is too long, cut off part of it below the neck. Submitted by RAY HARRISON, Dafoe, Sask., Canada.

How to Increase Space In a Broom Closet

THE usefulness of a broom closet, such as this behind-the-door space maker, can be greatly increased by putting shelves on the inside of the door.

The shelves are made wide enough to take a quart jar and have a retaining lip on the front edge 1½ inch high. The other dimensions depend on the size of the door. It is necessary to cut the front end of the shelves to the radius of the opening door. A 1x4-inch piece of board on the hinge side braces the shelves and provides a sturdy mounting for a pair of standard door hinges. Cupboard hinges are not strong enough for the heavy

(Continued to page 174)

A New Beauty joins the

WARM MORNING COAL HEATER

family

Here's America's most beautiful coal heater . . . ready to fill your home with the lowest-cost dependable heat that money can buy!

This new Model 818 WARM MORNING Coal Heater is of modern, streamline design — neat, graceful, attractive. Has rich brown porcelain enamel finish and glistening chrome trim. It is 43 in. high; 18 in. square. Holds 100 lbs. of coal. Amazing patented interior construction assures remarkable heating performance with utmost economy. Start a fire but once a year. Heats all day and night without refueling; holds fire several days on closed draft. See it and the other famous WARM MORNING models at your dealers.

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(Above) Model 818



(Above) Model 520-B. Holds 100 lbs. of coal.



(Left)
Model 616
Holds 60 lbs.
of coal.



(Right)
Model 420-A
Holds 100
lbs. of coal.

(1-AB)

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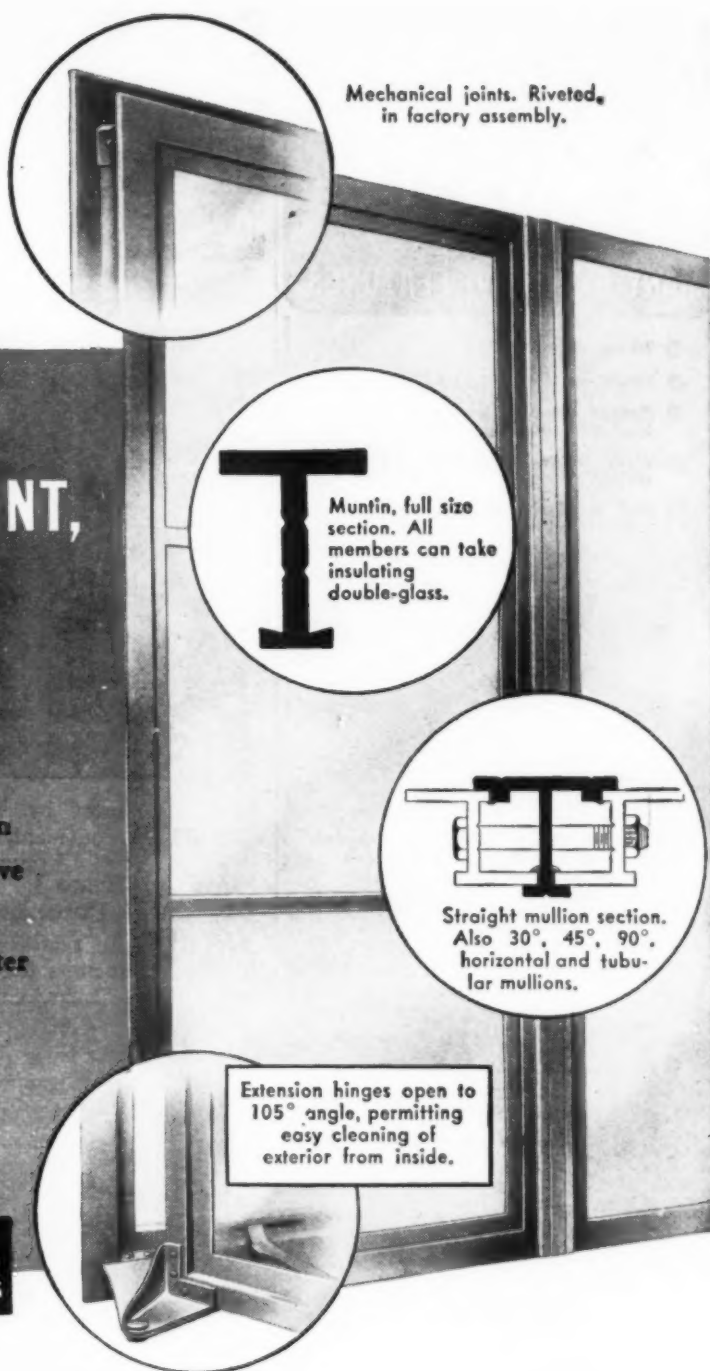
Windows of the type furnished shall have been tested by a recognized laboratory and shall have shown air infiltration not exceeding $\frac{1}{2}$ cubic foot of air per minute per foot of vent perimeter when subjected to static pressure equivalent to a wind velocity of 25 mph.

**REYNOLDS ALUMINUM CASEMENT WINDOWS
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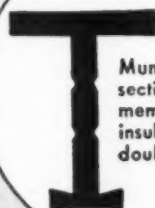
IF YOU SEE RUST
YOU KNOW IT'S NOT
ALUMINUM



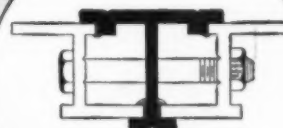
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section. All
members can take
insulating
double-glass.



Straight mullion section.
Also 30°, 45°, 90°,
horizontal and tubu-
lar mullions.

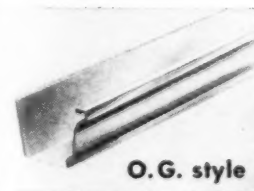
Extension hinges open to
105° angle, permitting
easy cleaning of
exterior from inside.



Half-
round



Colonial
box



O.G. style

REYNOLDS *Lifetime* ALUMINUM Gutters and Downspouts

Rustproof permanence at about half
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Three styles available in either plain
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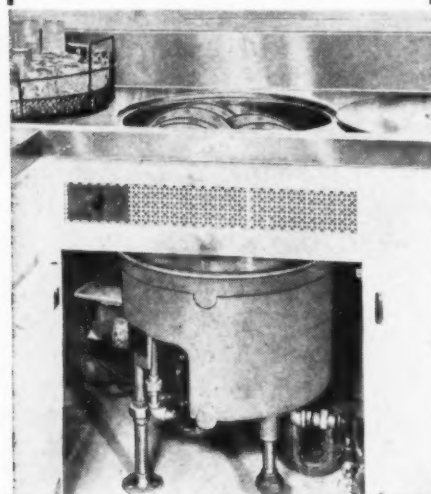
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The new Jackson Dishwasher is backed by 23 years experience in designing and manufacturing dishwashing equipment for commercial use. At last—a machine for the home with proven performance and dependability. Get full details now!

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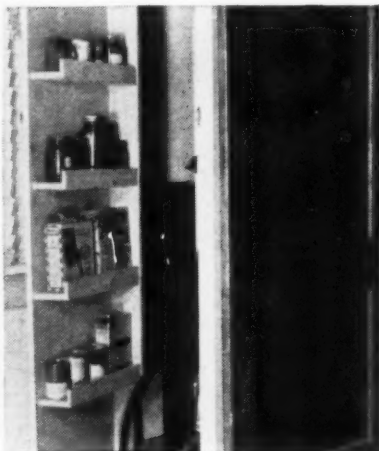
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How- To- Do-It

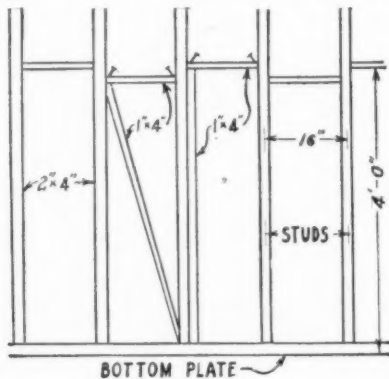
(Continued from page 172)



load. Submitted by WILBER H. FULKER, Monument, Colo.

How to Speed Up Wall Framing

ARTHUR F. TAGGART, Monrovia, Calif., submits this idea. When nailing fire blocks, cut a 1x4-inch



stick 4 feet long and use it alternately vertical and diagonal. This will locate the position of the fire block and provide backing while nailing blocks.

How to Make a Louvre From an Old Slat Shutter

C. D. ROBB of Frankfort, Ohio, suggests that old but sound 1 3/4-inch or 1 3/4-inch stationary slat shutters can be put to good use as a louvre opening with a minimum of effort.

The old type shutters usually come with a center rail. Therefore, cut the shutter at this point on an angle conforming to the slope of the new 1 5/8-inch sill. Nail sill and trim to shutter and install in the customary manner.

Art in Iron

NEW stock designs—lower prices!

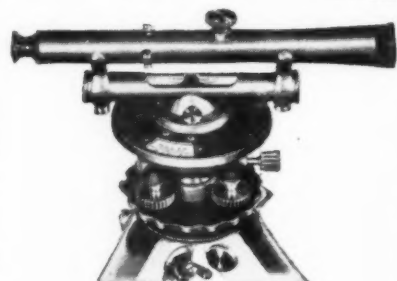


Artcraft stock rails No. 395 in 4 lengths. Priced per pair.
2' 6" — \$12.00 3' 6" — \$14.00
3' 0" — 13.00 4' 0" — 15.00
STOCK PORCH COLUMNS
Corner & Single-panel
Height corners 12" panels
7' 0" \$25.00 ea. \$14.50 ea.
7' 6" 27.00 ea. 15.50 ea.
8' 0" 29.00 ea. 16.50 ea.
IMMEDIATE DELIVERY on all Artcraft stock items. Prices net F.O.B. Columbus, Ohio. Terms: Payment with order or C.O.D. Have ARTCRAFT do your most exacting custom iron work too. ORDER DIRECT! SATISFACTION GUARANTEED!
Ohioans add 3% Sales Tax

No. 20

No. 14

Write for our new 36 page catalogue
ARTCRAFT Ornamental Iron Co.
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BRUNSON

BUILDER'S LEVEL (DUMPY TYPE)

- Needs No Servicing
- Sealed Against Dust
- Ideal for On-the-Job Work
- Longer Lasting Accuracy

Manufactured to the same exact standards as all Brunson Instruments. Write for detailed information and name of nearest distributor.

**The BRUNSON
INSTRUMENT CO.**
1405 Walnut Street, Kansas City 6, Mo.

ONLY \$25* per 1000 square feet for both Insulation and Vapor-Barrier

(*approximate contractors' price)

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Available
Now!

1 This modern insulation is effective, since SISALATION is equivalent in heat-saving values to about $\frac{3}{4}$ -inch of flexible or rigid types of quality insulations . . . based on M.I.T. tests on side-walls constructed with a single layer of reflective SISALATION applied in the stud area.

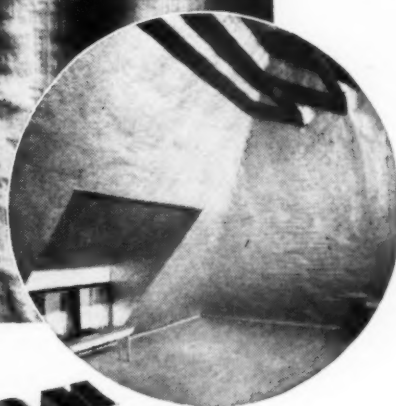
2 SISALATION, at the same time, acts as a VAPOR-BARRIER, thus protecting against dry-rot, condensation and paint failure. Meets FHA vapor-barrier requirements, Class A, Fed. Spec. UU-P-147.

3 SISALATION, heavily reinforced, is so strong that one man applies it over two stud spaces at one time without risk of SISALATION tearing. This means low application costs.

4 SISALATION deflects sun-heat and does not absorb or store up heat, thus keeping the home much cooler in summer. Makes attics more attractive and livable.

5 SISALATION is available NOW for prompt delivery through your lumber or building supply dealer.

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Please send me sample, more information, and tell me where I can buy SISALATION. I am an ☐ ARCHITECT ☐ CONTRACTOR
OTHER.....

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Address.....

City, Zone & State.....



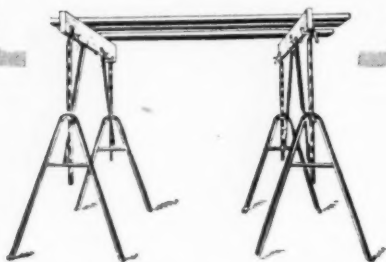
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ALL OVERHEAD WORK*This easy, low-cost way!*

"Trouble-Saver"

Adjustable

STEEL TRETTLES

**SAFE! STRONG! ECONOMICAL!**

• Details of the quickly-adjustable "Trouble-Saver" Steel Trestle.

Builders, contractors, maintenance men and others save time, labor and material with "Trouble-Saver" Adjustable Steel Trestles. They're unequalled as a safe, sure, low-cost method of handling all overhead work under a wide variety of conditions.

Write for new catalog and complete information.

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Size No.	Low Point	High Point	Number of Adjustments	For Working Heights
2	16"	22"	4	7½ to 7¾'
3	2'	3'	5	8 to 9'
3½	2½'	3½'	5	8½ to 9½'
4	3'	4¼'	6	9 to 10¼'
6	4'	6'	9	10 to 12'
8	5½'	8'	11	11½ to 14'
10	6½'	10'	15	12½ to 16'
12	7'	12'	19	13 to 18'

THE STEEL SCAFFOLDING CO., INC.

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Telephone: Evergreen 9-2802

BMEA Names Committees, Honors Retiring Officers

ORGANIZATION of committees which will assist recently elected officers in operation of the Building Material Exhibitors Association during the next 12 months and presentation of gifts to retiring officers highlighted the June meeting of the Association at the LaSalle Hotel, Chicago.

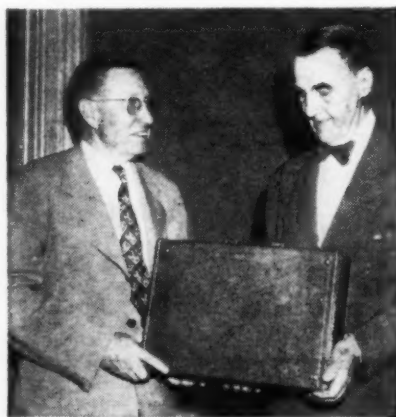
Retiring President E. G. Gavin and Retiring Secretary Adolph Pfund received appropriate gifts from the membership in appreciation of their untiring efforts in behalf of the or-



E. G. GAVIN, editor of *American Builder*, receiving desk pen set in recognition of his two years of service as president of BMEA

ganization. Both are Chicagoans. President E. F. Boyle, Chicago district manager of Johns-Manville Sales Corp., presided.

The other new officers are Russell E. Dean, Bennett-Ireland, Inc., Norwich, N.Y., vice president; and Mau-



ADOLPH PFUND, retiring secretary of BMEA, receives portfolio as token of appreciation for his excellent work for the group

rice E. Collins, vice president of the Lawrence H. Selz Organization, Chicago, secretary.

Mr. Gavin, who is editor of *American Builder*, was named chairman of the executive committee and M. G.

(Continued to page 178)

Shevlin-McCloud Lumber Company

Successors to Shevlin Pine Sales Co.
*Member of the Western Pine Association.

Ponderosa Pine Woodwork

DISTRIBUTORS OF

SHEVLIN PINE

REG. U. S. PAT. OFF.

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*The McCloud River Lumber Co.
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*The Shevlin-Hixon Company
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SPECIES

PONDEROSA PINE
(PINUS PONDEROSA)

SUGAR (Genuine White) PINE
(PINUS LAMBERTIANA)

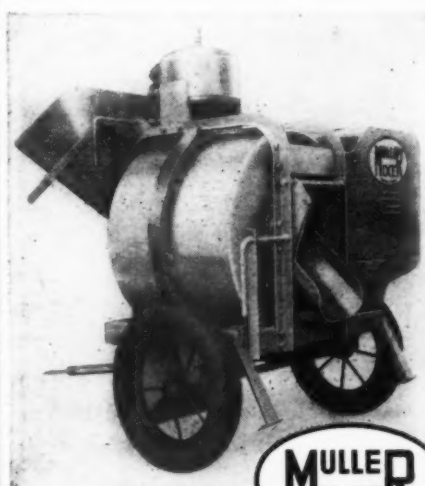
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900 First National Soo Line Building

MINNEAPOLIS 2, MINNESOTA

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half-bag unit for
fast production . . .**

Saves time by taking one batch in the hopper while another batch is mixing. Same mixing action as large equipment, automatic water measurement, rapid discharge. Air-cooled B&S engine. Capacity 3½ cu. ft. plus 10% overload.

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**GETS THE BEST
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It isn't often you can say about a building material, "Well, this makes everybody happy." But with Flintkote Decorative Interior Insulation Board Products, that dream comes true.

For smart interiors . . . either in remodeling or new construction . . . Flintkote Decorative Interior Insulation Board Products can work wonders in any room. Here, quick, easy application is an important characteristic. The Flintkote Blind Nailing Joint helps builders complete a *super*-finished job in jig time.

And with all Flintkote Insulation Board Products, you get bonus portions of characteristics that give any home-owner something to shout about—Permanence, Beauty, Convenience and Livability. Remember, too, that you give owners the double-duty value of a mate-

rial that's a highly efficient insulation agent, at the same time it's performing structurally or decoratively.

So use these popular products . . . and everybody will get the best of the bargain. For a bargain it *is* . . . the price in relation to the values delivered, is surprisingly economical.

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Ask your dealer or jobber for further information and copies of new folder, "Wood Finishing"—or write direct to **MONSANTO CHEMICAL COMPANY**, Western Division, Seattle 4, Wash. District Sales Offices in Los Angeles, San Francisco, Portland, Lockport, N.Y. Rez: Reg. U.S. Pat. Off.

MONSANTO

CHEMICALS AND PLASTICS

SERVING INDUSTRY... WHICH SERVES MANKIND

(Continued from page 176)

O'Reilly, Ford Roofing Products Co., Chicago, vice chairman.

Appointed to membership on the executive committee were: D. S. Miller, Armstrong Cork Co., Lancaster, Pa.; S. S. Cook, Curtis Companies, Inc., Chicago; R. E. Fellows, Heatilator, Inc., Syracuse, N.Y.; Fred K. Sweeney, the Ruberoid Co., Chicago; R. A. Saberson, Weyerhaeuser Sales Co., St. Paul, Minn.; D. J. Boone, Zonolite Co., Chicago; and W. E. Wakefield, Bird & Son, East Walpole, Mass.

New chairman of the liaison committee is R. W. Tompkins, United States Plywood Corp., Chicago. Donald M. Crooks, Douglas Fir Plywood Association, Chicago, is vice chairman. Members include Folke Engstrom, American Cabinet Hardware Corp., Rockford, Ill.; Frank A. Biederman, Kimberly-Clark Corp., Neenah, Wis.; H. H. Whittemore, the Flintkote Co., Chicago Heights, Ill.; B. O. Pinkham, the Lehon Co., Chicago; and S. L. Cribari, Marquette Cement Manufacturing Co., Chicago.

G. F. Hoppe, Insulite, Minneapolis, Minn., was named as a committee of one in charge of publicity, and Vice President Dean was appointed to act in a similar capacity on the membership committee.

Lustron Appoints New Sales Vice President

APPPOINTMENT of Richard N. Jones as vice president in charge of sales has been announced by Carl G. Strandlund, president, Lustron Corp., Columbus, Ohio.

Jones goes to Lustron with a background of 20 years' experience in development and study of marketing, merchandising and sales problems for many of the leading materials and equipment producers in the construction industry.

From 1928 to 1930, Jones was associated with the magazine, Building Age, leaving there to join the staff of Architectural Forum. He was made Cleveland manager shortly after the Forum was acquired by Time, Inc. In 1937 he was named western manager for the architectural publication and was named a member of its publishing committee in 1946.

Wholesale Lumbermen Re-elect Turner, Darling

W. T. TURNER, Spartanburg, S.C., president, and Sid L. Darling, secretary-director, were re-elected at the fifty-sixth annual meeting of the National-American Wholesale Lumber Association.



For Windows Everywhere

Worried over high construction costs? Save dollars per opening and time on the job with Vikre New Economy Sash Holders.

No weights—no cords—no mortising. Just drill one hole, that's all. No drafty weight pockets to give you insulation headaches.

For oversize windows, or where prolonged hard usage is expected, Vikre Heavy Duty Sash Holders do the job. Easy to install. Once adjusted, they require no more attention. Use them wherever there are windows and for windows everywhere.

Tested and proved for years on thousands of construction jobs, Vikre Sash Holders are available through your building supply dealer. For full details write:

J. N. VIKRE CO.

3016 14th Ave. S. • Minneapolis, Minn.

... Here's the newest Time-Saver to hit the Building Market. Pays for itself on-the-job taping Sheetrock in one average 5-room house.

Tapemaster



List price
\$2.95

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• High grade Steel holder with adjustable belt • Size—21" x 21 1/2" x 12" • Light in weight • Handy to carry • Keeps both hands free at all times • Write for free descriptive folder today.

Dealer inquiries answered promptly

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Supertreated **Pol-mer-ik**

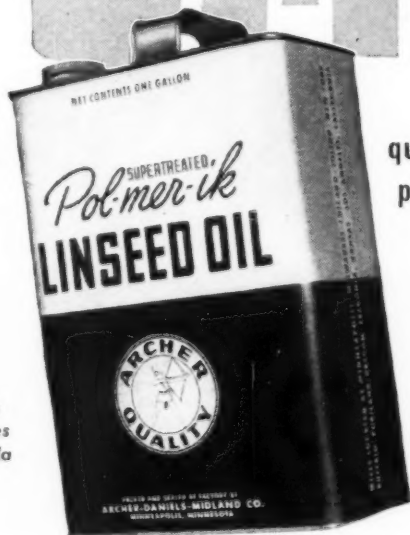
for years, and have been more than pleased with it!"

● That's what Chas. O. Mogle of New Castle, Ind., says as he welcomes back Supertreated Pol-mer-ik. He appreciates Pol-mer-ik's superior qualities . . . the smoother brushing . . . better glossing, finer leveling that saves him painting time and gives an all-round more satisfactory paint job.

So, use Pol-mer-ik and you can rest assured you are using the finest linseed oil science has produced. *It's Supertreated*—given a special processing and blending that strengthens its molecular structure . . . speeds up painting . . . provides a tougher, more durable, better-looking paint film.

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5-gallon,
1-gallon



quarts,
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100% PURE LINSEED OIL

Raw and Boiled Available in Factory-sealed Cans

EXTRA VALUE AT NO EXTRA COST

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SAVE TIME
On Every Job
WITH A
CLIPPER
MASONRY SAW



Cuts

- FIRE BRICK
- BUILDING TILE
- CONCRETE BLOCKS

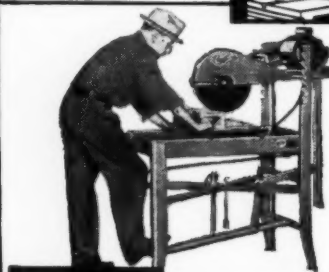
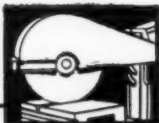
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● You'll be amazed how quickly and easily you can cut virtually any special length or shape from the hardest masonry materials. Clippers save time — save material, assure better workmanship on every job.

Cuts DRY

Clipper's exclusive design is guaranteed to provide the highest economy with most rapid cutting speed. With or without foot pedal control.



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No dust. With foot pedal control or without. You can set the cutting head in locked position. The hardest materials cut with ease.

FAST and FLEXIBLE

The New Model HD-48 Clipper cuts dry just exactly the same as regular Clipper Masonry Saws... and for Dustless masonry cutting just turn on the circulating system and slice thru the hardest materials. Proven by ten years use throughout the world. Guaranteed to provide the fastest cuts with lowest cost.

TAILOR MAKE SPECIAL SIZES

Yes... with a Clipper it's easy to slice thru Brick, Tile, Concrete, Glass, Marble, Porcelain or any kind of Refractories. Straight cuts, Angles or Mitres. **CLIPPERS FOR EVERY JOB** — Priced as low as \$195. Write for Catalog Today!

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PHILADELPHIA CLEVELAND ST. LOUIS AUSTIN, TEX.

York-Shipley Produces New Boiler For Radiant Heating

A UNIQUE packaged boiler unit for use with radiant heating installations has recently been developed by York-Shipley, Inc., York, Pa. The unit provides both low-temperature hot water for floor-type coils and high-temperature domestic hot water from an instantaneous-type water coil.

Adaptability of the boiler unit has already been recognized by several of the nation's builders through orders placed for it, including one order for 4,000 units for the Levittown, Long Island, project.

The design of the York-Heat PB7-R boiler unit is adapted especially for floor-type radiant heating systems. There are two boiler sections in the unit, a lower outer water jacket and an upper boiler section. Low-temperature water for the radiant heating coils is tapped from the cooler outer jacket, while the upper section supplies high-temperature domestic hot water by means of a very long, instantaneous coil.

Two connections permit free circulation of water from the outer to the inner boiler section, with the hottest water always at the top of the inner boiler. This design permits a large area of water-backed heat transfer surface. A circular baffle arrangement sends the hot combustion gases through long, narrow circular passages between the inner and outer shell wall for maximum heat transfer.

Complete in one unit, except for the oil burner which is shipped separately, the new boiler is made in two sizes for maximum heat output of 81,000 and 110,000 B.T.U. an hour respectively.

Tracy Company Appoints New England Distributor

THE appointment of a New England distributor for their new line of Tracy Customized Kitchens has been announced by the Tracy Manufacturing Co., Pittsburgh, Pa.

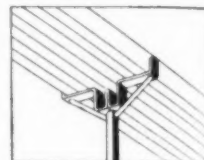
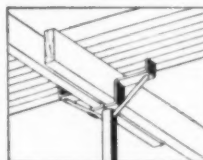
T. E. Dela Court, Tracy president, announced today that Nelson & Small, Inc., 68 Union St., Portland, Me., are the exclusive wholesale distributors in Maine and northern New Hampshire. Donald J. Nelson will head up the Tracy merchandising program for Nelson & Small.

The new Tracy line includes a complete variety of wall cabinets, base cabinets, broom and linen cabinets, and offers a choice of six different basic kitchen centers, each consisting of a Tracy stainless steel kitchen sink with undersink cabinet and matching wall cabinets.



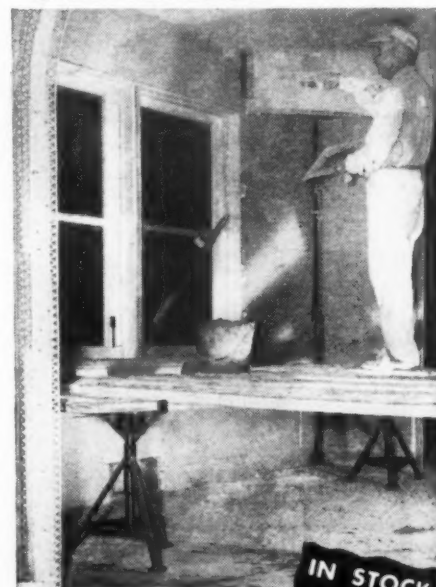
Complete Line of Adjustable Scaffolding for Building and Maintenance Trades

Save 75% of Your Scaffolding Time



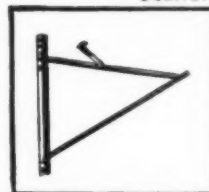
WACO Dual Purpose Head

- Only three models, adjustable every four inches to reach ceilings from 7'6" to 20'.
- Free Standing.
- One man erected.



IN STOCK NOW!

Scaffold Brackets



No. 36 Sidewall



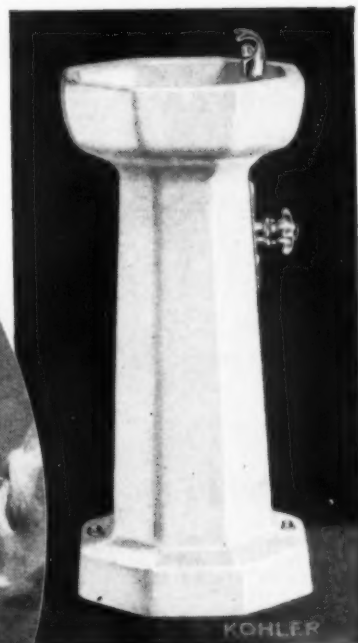
No. R-1 Roof

ASK YOUR DEALER or Write for Information

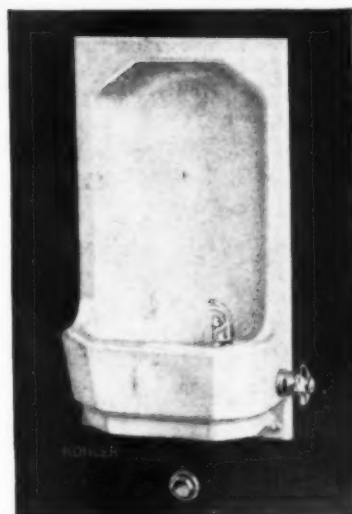
WILSON-ALBRECHT CO.
MINNEAPOLIS 16, MINN.



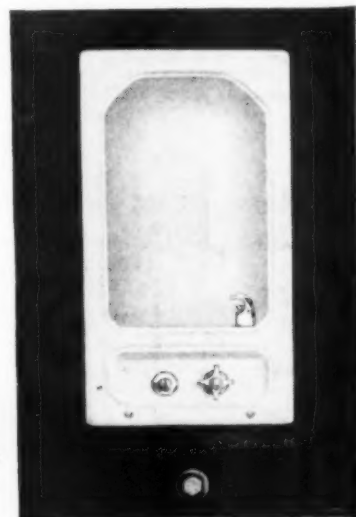
Daybrook K-5335-A Vitreous china, wall-hanging type. Size of bowl, 14 x 10".



Carisbrook K-5300-A Vitreous china pedestal type. Height, 30" Diameter of bowl, 13 1/4".



Glenbrook K-5325-A Vitreous china semi-recessed type. Height, 26 1/4", Width, 14 3/4", Recess depth, 4 1/2". Projection from wall, 6 3/4".



Vanbrook K-5331-A Vitreous china fully-recessed type. Height, 30". Width, 16 1/2". Inside depth, 10".

KOHLER DRINKING FOUNTAINS

assure sanitary protection
and convenience

KOHLEr quality in drinking fountains is apparent in a number of important features. Each fountain delivers water in a mound that has the angle and volume recognized as most effective for sanitation and comfort. A self-closing control valve is adjustable for continuous flow, and an automatic volume regulator keeps the drinking mound at the correct height and shape under varying pressures. A metal guard prevents contact of lips with jet opening.

Kohler fountains protect against back siphonage or water contamination

—and all attempts at mischievous squirting are instantly defeated, for when water is checked at the jet opening it flows into the bowl below. The vitreous china surfaces are lustrous, durable and easy to keep clean. Kohler models include pedestal, recessed or semi-recessed, and wall-hanging types, some of which are shown. They all assure lasting serviceability and satisfaction. Write for information: Kohler Co., Dept. 25-B, Kohler, Wisconsin.

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PLUMBING FIXTURES • HEATING EQUIPMENT • ELECTRIC PLANTS



WITH *Certified* * INSL-COTTON INSULATION

When you install Insl-Cotton insulation, you can forget it, because its superior insulation qualities, plus the fact that it is virtually impossible to install Insl-Cotton incorrectly, the instructions are so simple, make call-backs unnecessary.

With a "k" factor of 0.24, Insl-Cotton is from 4% to 36% more efficient than any other type of available insulation, when made to 7d specifications—tests made by the U. S. Department of Agriculture and by leading laboratories prove this to be true. To avoid human error, Insl-Cotton is mechanically laminated about 25 layers per inch thickness—there can be no high or low spots... the protection is always uniform.

**Certified*

Insl-Cotton contains no second-hand material. Every lot is tested and certified to the U. S. Government. No other insulation except flame-proof, fire-retarding cotton insulation made under Federal supervision can make this claim.



Insl-Cotton is light-weight, flame-proof and fire-retarding. New labor can install it at low labor costs—no special tools are needed. Harmless to handle, Insl-Cotton can't irritate skin, lungs or eyes. It is moisture and insect repellent and an excellent sound deadener. Insl-Cotton exceeds Government specifications for 7d, FHA, FPHA and HH-1-528 requirements.

All Cotton Insulation Is Not Insl-Cotton. Specify the Original and Genuine Insl-Cotton

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TAYLOR BEDDING MFG. COMPANY

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The Originators of Flame-Proof, Fire-Retarding Cotton Insulation

MAIL THIS ORDER COUPON TODAY

INSL-COTTON DIVISION

Taylor Bedding Mfg. Co., Taylor, Texas

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Please send specifications and full information on INSL-COTTON.

Name _____

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Check Here: ☐ Distributorship ☐ Architect ☐ Contractor

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Some territories open for competitively priced Insl-Cotton. Write for details.

Structural. Reinforcing or other Bldg Steel Shipped from Stock

Write for Stock List—your guide to over 10,000 different kinds, shapes and sizes of steel for quick shipment from ten plants.

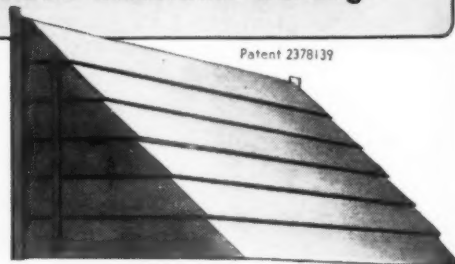
Joseph T. Ryerson & Son, Inc., Plants at: New York, Boston, Philadelphia, Detroit, Cincinnati, Cleveland, Pittsburgh, Buffalo, Chicago, Milwaukee, St. Louis, Los Angeles.

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the RON-DEL aluminum awning!

- HEAVY-GAUGE ALUMINUM
- SOLID BRASS FITTINGS
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- EASY INSTALLATION
- FITS ANY WINDOW
- F.H.A. APPROVED



Patent 2378139

At last, the awning homeowners have waited for—functional, beautiful, economical. Only the **RON-DEL** aluminum awning folds up—can be raised or lowered from inside or outside. **RON-DEL** gives you heavy-gauge all-aluminum construction, permanent baked enamel colors, solid brass fittings. Convenience and appeal add up to **SALES-APPEAL!**



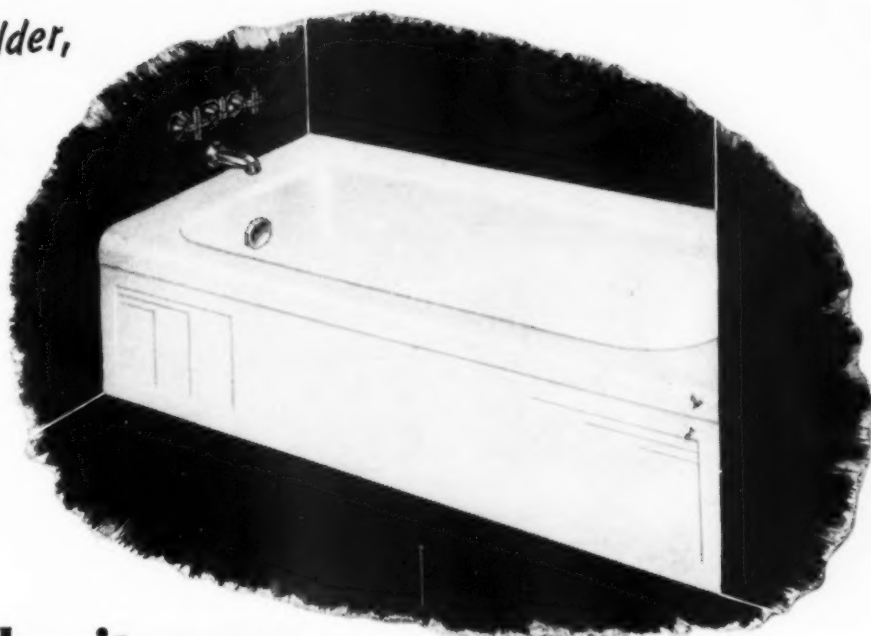
Dealerships available in some territories



RON-DEL, INC. BASTROP, TEXAS



*You are the builder,
but let me tell
you something*



Here's why it pays to Install AllianceWare tubs

● "AllianceWare pioneered the manufacture of formed metal sanitary ware. I am told over a million dollars and ten years of scientific research were spent to perfect the AllianceWare modern bath tub of rigid one-piece construction drawn from heavy gauge steel.

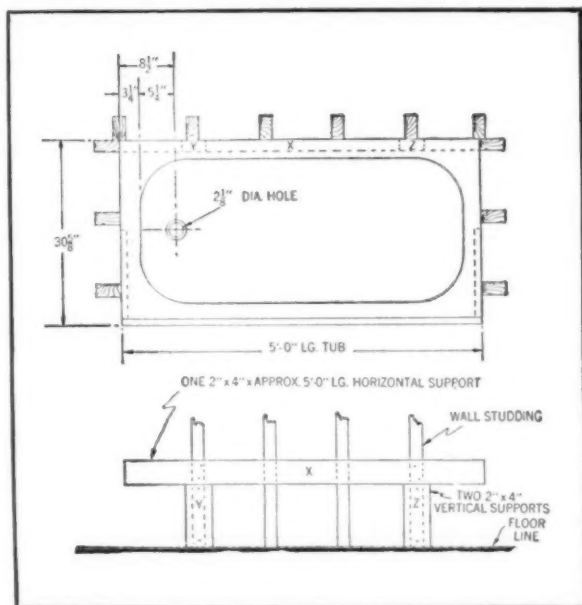
"I guess that's true, because I do know the steel used in AllianceWare tubs is far heavier than the ordinary commercial standard. Yet an AllianceWare tub, crated for shipment, weighs only 158 pounds. This reduction in useless weight is right in line with modern equipment.

"Another feature about AllianceWare is the accuracy of dimensions. These never vary more than $\frac{1}{8}$ ". Roughing-in dimensions are sure to be correct.

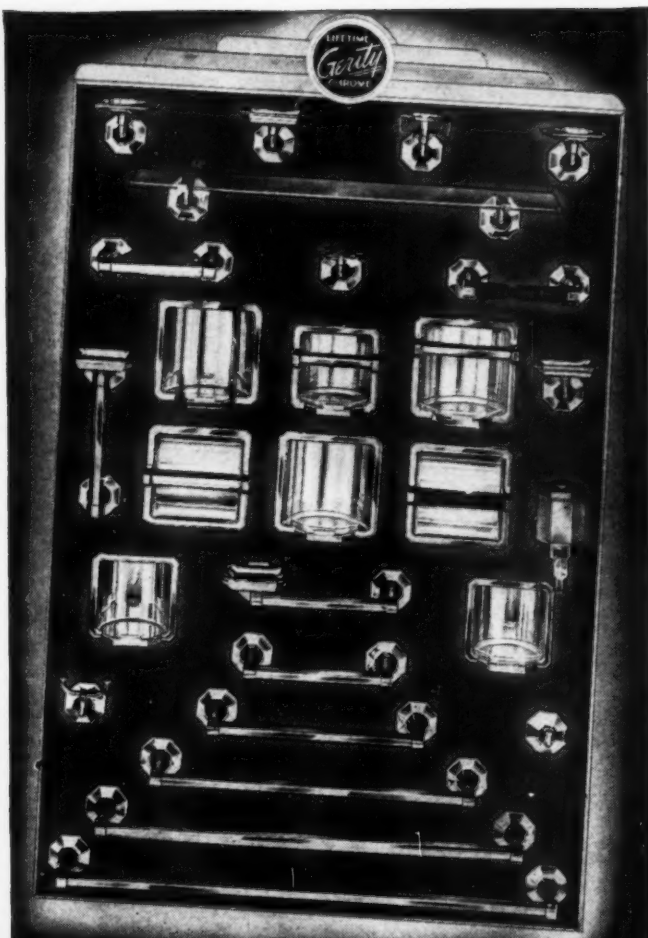
"And of course, there's the beauty angle the women go for in sanitary ware. AllianceWare has it—sheer, lustrous beauty in acid-resisting porcelain enamel surfaces that are a delight to clean, it's so easy. Those AllianceWare fixtures that I installed before the war are still among my best advertisements because AllianceWare makes and keeps friends."

Plumbing contractors who have installed AllianceWare porcelain-on-steel appreciate these many advantages. And builders who are specifying AllianceWare agree with them. For complete information on AllianceWare, write us.

ALLIANCEWARE, INC., • Alliance, Ohio
Bathtubs • Lavatories • Sinks



AllianceWare
ALLIANCE OHIO



There's Nothing Finer

Than

LIFETIME CHROME

by

Gerity

**Gerity's Patented Self-Centering
Backplate Makes Installing a Cinch!**

GERITY bathroom accessories
are superbly styled in brilliant chrome
guaranteed not to chip, crack or tarnish.
Install GERITY with confidence.

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Adrian, Mich.

NO NAILS—NO BOLTS NEEDED TO MAKE POLE SCAFFOLDING WITH NEW SELF LOCKING POLE BRACKET!

**Use DU-ALL
POLE
SCAFFOLD
BRACKETS**

Save

- TIME
- LABOR
- LUMBER



DU-ALL Pole scaffold brackets carry heavy loads safely, build scaffolds any height.

No nails, no bolts needed to build Pole Scaffolds any height with DU-ALL Pole Scaffold Brackets. You can erect and dismantle scaffold in fraction of ordinary time. Made of 10 gauge steel with malleable cast iron non-slipping pressure lug. Used by contractors everywhere.

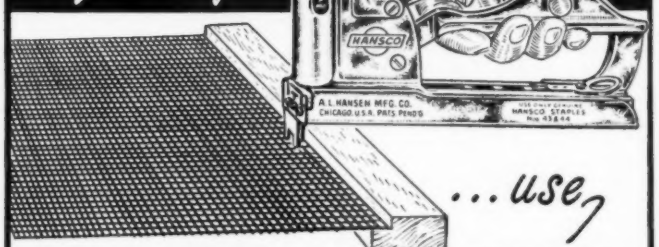
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*To fasten screening
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HANSEN ONE-HAND TACKERS

SCREENS—stubborn, curly and difficult to hold and tack in place—are easily fastened with the HANSEN one-hand Tacker. Screen is held in place with one hand, stretched into position with prongs of Tacker, and stapled firmly to wood member. (See illustration).

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It is no wonder, then, that the N.D.M.A. seal of approval, stamped on millwork, has gained such increasing public confidence. And it is no wonder that so many architects and builders appreciate and value the public service which this non-profit organization performs.

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open a big NEW profit field for you
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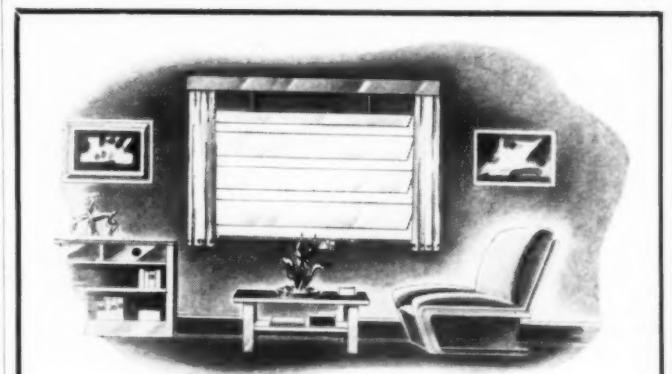
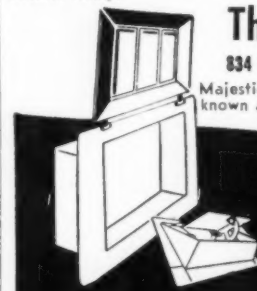
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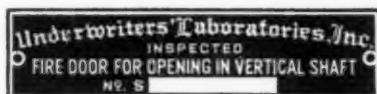
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This metal label is fastened to the top edge of every Weldwood Fireproof Door.



Picture shows absolute protection afforded by Weldwood Fireproof Door. After withstanding an intense fire for sixty minutes, the Weldwood Fireproof Door still prevented passage of fire, smoke, heat, gases and remained cool to the touch on the unexposed side.

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For additional information write to: United States Plywood Corporation, New York 18, N. Y.

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The only wood-faced fireproof door which bears the Underwriters' label. All Weldwood Fireproof Doors are approved for class B openings.

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Because of their beautiful wood faces Weldwood Fireproof Doors harmonize perfectly with any decorative scheme.

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Another noteworthy characteristic of Kaylo insulation is its high insulating value over a wide range of temperatures. It is efficient against temperatures from freezing up to that of superheated steam.

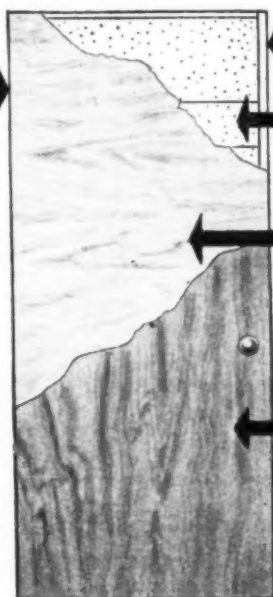
8. Moderate Cost

Investigate these doors for use on your next job. You will be pleasantly surprised at the low initial cost, and the minimum of maintenance required.



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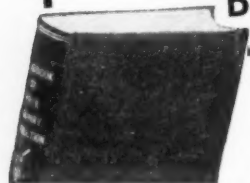
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Contents

(partial list)

Bricklaying
Concrete Masonry
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Firebrick
Testing Brickwork
Stone Masonry
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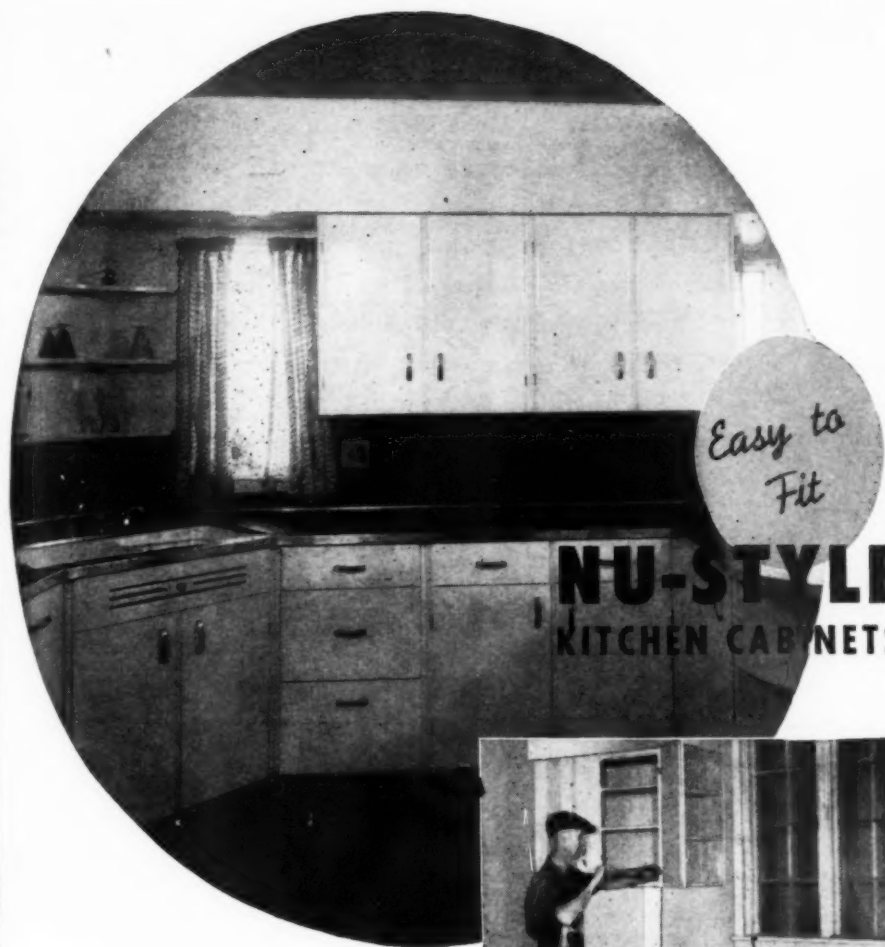
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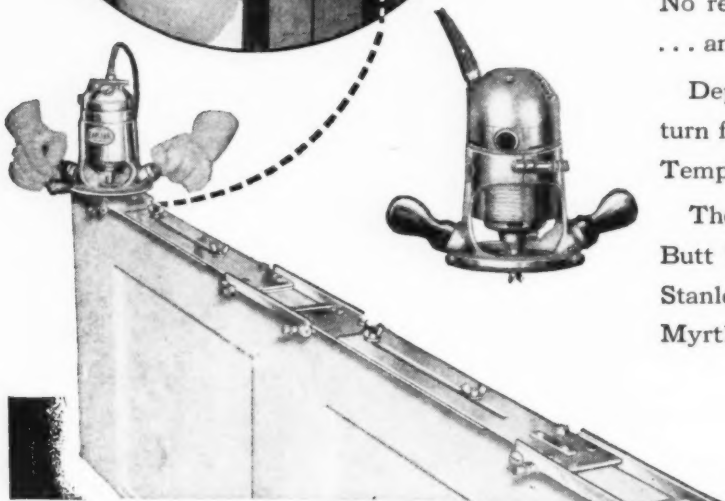
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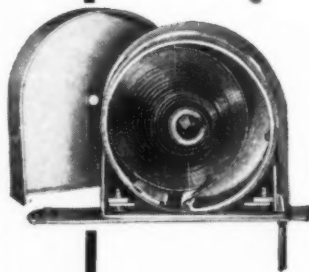
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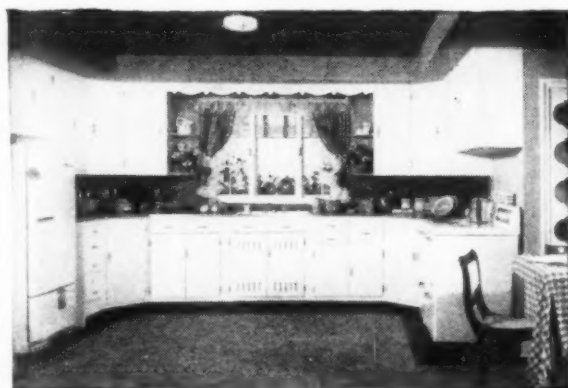
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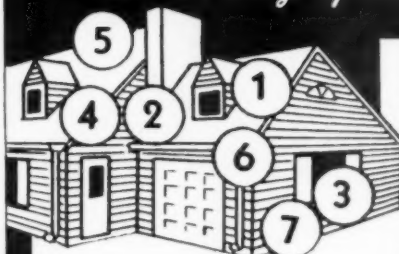
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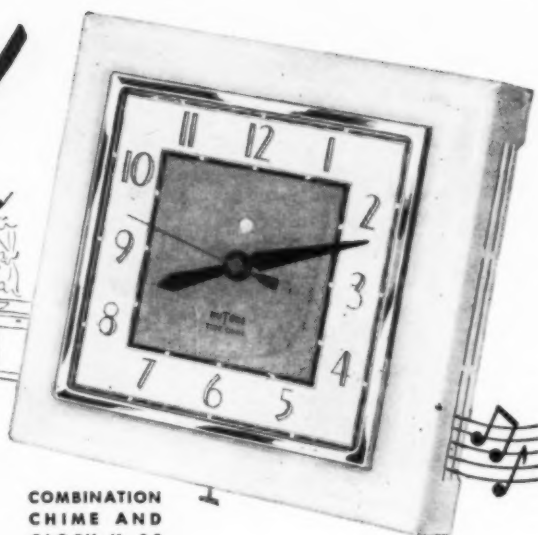
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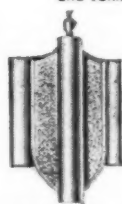
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KENTILE floors make homes **COST LESS** and **SELL FASTER!**

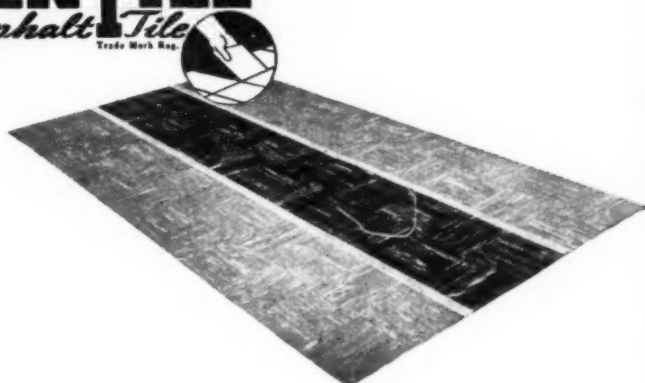
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1 Kentile is low, low priced, and can be laid—tile by tile—with astonishing speed . . . right on concrete, even below grade, without priming. Yet Kentile is so flexible it can also be laid directly on sound wood floors with boards not over 3" wide.

2 Kentile, laid square by square—with 22 colors plus feature strips—offers *unlimited* design possibilities. You can put a different floor in every room—give a house that custom designed look connected with high priced building. And it is definitely **MODERN** to match today's low price decor.

3 Your customers know the advantages of Kentile—because of full color, full page ads in such magazines as Saturday Evening Post, Better Homes & Gardens, House Beautiful.

KENTILE
Asphalt Tile
Trade Mark Reg.



FIND OUT!

Learn *all* the unmatched advantages offered today to home builders by Kentile. Look up your local Kentile dealer in the phone directory (under "Floors")—or mail the coupon below and we will have an authorized and experienced Kentile representative give you unbiased and verifiable Kentile facts—without obligation, but with *profit* to YOU.

DAVID E. KENNEDY, INC.

61 Second Avenue, Brooklyn 15, N. Y.

I want to know **ALL** the advantages of Kentile—without obligation.

Name.....

Address.....

City..... State.....

Now, for the first time
in history,
WROUGHT IRON
for middle-class
homes



This can be your opportunity to get in on the ground floor of a new industry. Wrought iron—for centuries a mark of wealth, or even of extravagance—has now been brought within the reach of most homes. A process of mass production has been perfected which brings the price of wrought iron fences, railings, and window guards and trims below half the former cost. Standard units are produced at the factory in Dallas, and assembled on the job (not welded) by semi-skilled laborers.

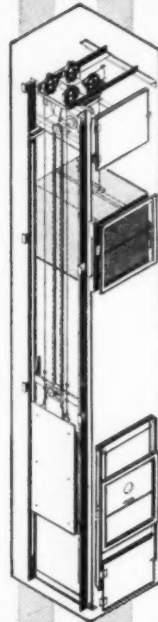
The future of this new industry is easily predicted. Wrought iron will be popularized throughout the United States within two years. Yesterday only the wealthy could afford it. Tomorrow the rich must find some other mark to set their homes apart—for fine wrought iron railings installed at four dollars a foot will become the standard ornamentation of the middle-class home.

Basic patents are owned by the manufacturer, with whom we have exclusive sales contract. We are now appointing distributors and dealers throughout the U. S.

Our requirements for distributors are high. We are interested only in effective sales organizations—either existent or planned. Franchises to appoint dealers and to sell within certain territories will be retained only by sales organizations which produce an agreed-upon volume of sales.

Address inquiries for further information to V. L. Boothe, Sales Manager, Mason Manufacturing Company, 601 Hall Street, Dallas, Texas. Please give us some information about yourself in your first letter.

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ELECTRIC AND HAND POWER OPERATION

DUMB WAITERS
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FREIGHT ELEVATORS
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Established 1893

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Goldblatt

LONG HANDLE CEMENTERS' and PAVERS' TROWELS

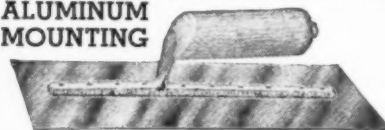
Highest grade spring steel blade.



Steel-mounted ash handle 7 feet long.

Size 18 x 5 inches, Price each.....	\$ 8.00
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ALUMINUM MOUNTING



Correctly tempered flexible steel, pre-war quality blade. 10½ or 11 inch lengths.

CEMENT FINISHERS' TROWELS
12-in. @ \$3.35; 14-in. @ \$3.60; 16-in. @ \$3.85;
18-in. @ \$4.10, each.

All prices F.O.B. Kansas City, Mo.

A complete line of Cementers' Sidewalk Edgers, Curb Tools, Sidewalk or Pavers' Groovers.

GOLDBLATT TOOL CO.

1515 Walnut Street, Kansas City 8, Missouri

TROWEL



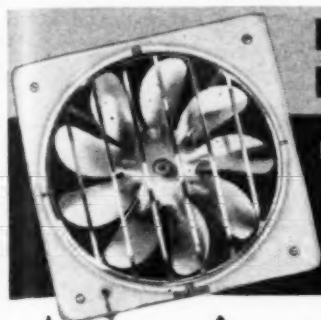
BRAND

Top Quality, Best Known Masons' Tools of All Kinds for Over 60 Years.
Send Check With Order. Catalog FREE!

GOLDBLATT PLASTERING TROWELS

No. 2S each

\$3.35



DEMANDED EQUIPMENT

IN THE MODERN HOME

Ventilating fans are a must in today's new home—women demand them. Wise builders compare, then furnish—

Ventrola VENTILATING FANS

Smart styling, sparkling chrome grille and gleaming white porcelain-type enameled front give VENTROLA FANS a "Woman appeal" second to none. Grille and blade removable for easier cleaning—minimum operating cost—fully enclosed, noiseless, static-free motor with the power to move the maximum amount of air (over 800 C.F.M.) are features that increase their desirability. Units are easy to install—low in cost—Underwriter's Laboratory approved.

QUICK TO INSTALL—FIT ANY WALL



Adjustable expanding sleeve makes possible quick installation in brick or masonry walls. Sleeve contracts for installation in frame or narrow walls. Plug-in motor connection and electric outlet box are part of sleeve.

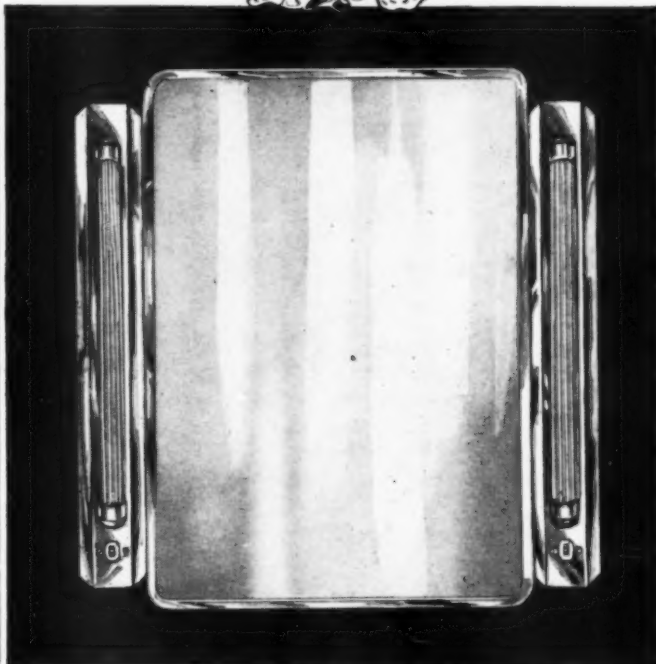


Write for prices and name of nearest distributor.

FAST DELIVERY
Volume production assures fast delivery from stock. There's no waiting.

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Designed and manufactured by Carrick Products Co.

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4816 - W. VERNOR • DETROIT 9, MICH.



... and
no wonder ...
with these royal qualities

NEW

BATTEN TYPE ALL-ALUMINUM SHUTTERS

ADD BEAUTY AND VALUE TO LOW COST HOMES FOR EASIER SALES

Now, at half the cost of "on-the-job" construction you can beautify the homes you build with the big added attraction of window shutters. Andal shutters are sturdily constructed—all aluminum and beautifully finished in Green, ready to install. Other colors are also available on quantity orders. Shutter your next house with Andal—Profit with the big difference in value appearance and sales attraction.

Immediately Available In Any Size

FULL LOUVER

HALF LOUVER

PLAIN PANEL

* Write, today, for our low prices and complete information.

ANDAL Manufacturing Co.
New Name of The Tel-O-Post Co.
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AKRON 8, OHIO



Separate cabinet light switch and outlet operation.



Extruded plastic fluorescent diffusers cut glare 50%.



All wiring connections are soldered for safety.

The MIRRO-GLO CABINET CO.



WITH the superior craftsmanship and engineering know-how that comes with years of manufacturing experience, MIRRO-GLO presents the Royal Family, the finest line of quality medicine cabinets available today. A cabinet fit for a king ... at everyone's price!

For additional information concerning our line write for our New Product folder. We also produce the Stanforated line of perforated metal and the Bend-ezy line of finer air registers.

A Division of
STANDARD STAMPING & PERFORATING CO.

3131 W. 49th PLACE, CHICAGO, ILLINOIS

Manufacturers Producing Materials and Equipment For Use in New and Existing Kitchens

(Continued from page 110)

Signal Electric Co., Menominee, Mich.
Skuttle Mfg. Co., 4099 Beaufait St., Detroit, Mich.
F. A. Smith Mfg. Co., 255 N. Union, Rochester, N.Y.
V. E. Sprouse Co., Columbus, Ind.
Stewart Mfg. Co., 3209 E. Washington, Indianapolis, Ind.
Trade-Wind Motorfans, Inc., 5725 S. Main St., Los Angeles, Calif.
Universal Blower Co., 1090 S. Adams, Birmingham, Mich.
Vent-A-Hood Co., Plantation Dr. and Hines Blvd., Dallas, Texas.
Victor Electric Products Co., 2950 Robertson Rd., Cincinnati, Ohio.
Wayne Mfg. Co., 5074 Western Ave., Detroit, Mich.
Western Appliance Co., Inc., 5650 Grand River Ave., Detroit, Mich.
Westinghouse Electric Corp., Springfield 2, Mass.
Winco Ventilator Co., 4725 Goodfellow St., St. Louis, Mo.

Waste Disposal Units

American Central Mfg. Co., Connersville, Ind.
Thomas W. Berger, Inc., 6 East Fourth St., Cincinnati, Ohio.
Eureka-Williams Corp., Bloomington, Ill.
General Electric Co., Home Bureau, 1285 Boston Ave., Bridgeport, Conn.
Given Mfg. Co., 3855 Santa Fe Ave., Los Angeles, Calif.
Hotpoint, Inc., 5600 W. Taylor St., Chicago, Ill.
In-Sink-Erator Co., 1326 Clark St., Racine, Wis.
Mullins Mfg. Co., Warren, Ohio.
Scott-Newcomb Co., St. Louis, Mo.
Valley Welding and Boiler Co., 27th and Water St., Ely City, Mich.
Westinghouse Electric Corp., 246 E. Fourth Ave., Mansfield, Ohio.

Water Heaters

Airtemp Div., Chrysler Corp., Dayton, Ohio
American Radiator & Standard Sanitary Corp., Bessemer Bldg., Pittsburgh, Pa.
Automatic Electric Heater, Inc., Pottstown, Pa.
Bryant Heater Co., Cleveland, Ohio
Crane Co., 836 S. Michigan Ave., Chicago, Ill.
Day and Night Mfg. Co., Monrovia, Calif.
Domestic Appliance Div., Pressed Steel Car Co., 666 N. Lake Shore Dr., Chicago, Ill.
Evans Products Co., Plymouth, Mich.
Fairbanks-Morse and Co., Chicago, Ill.
Frigidaire Div., General Motors Corp., 300 Taylor, Dayton, Ohio
General Electric Co., Home Bureau, 1285 Boston Ave., Bridgeport, Conn.
J. L. Gillen Co., Dowagiac, Mich.
M. M. Hedges Co., 700 E. Main St., Chattanooga, Tenn.
Nash-Kelvinator Corp., Detroit 32, Mich.
Hoosier Industries, Inc., LaPorte, Ind.
Hotpoint, Inc., 5600 W. Taylor St., Chicago, Ill.
Hotstream Heater Co., 2363 E. 96th St., Cleveland, Ohio.
McGraw Electric Co., Chicago, Ill.
Motor Wheel Corp., Duo-Therm Div., 111 W. Mt. Hope, Lansing 3, Mich.
Norge Div., Borg-Warner Corp., 670 E. Woodbridge, Detroit, Mich.
Perfection Stove Co., 7609 Platt Ave., Cleveland, Ohio
Rheem Mfg. Co., 570 Lexington Ave., New York, N.Y.
Richmond Radiator Co., 19 E. 47th St., New York, N.Y.
Ruud Mfg. Co., Pittsburgh, Pa.
Sav-U-Time Devices, Inc., 88 Manhattan St., Rochester, N.Y.
Serval, Inc., Evansville, Ind.
A. O. Smith Corp., 3533 N. 27th St., Milwaukee, Wis.
Water Heating Div., Combustion Engineering Co., 1032 W. Main St., Chattanooga, Tenn.
Westinghouse Electric Corp., 246 E. Fourth Ave., Mansfield, Ohio
White Products Co., Middleville, Mich.

Water Softeners

Auto-Softener Distributing Co., 21137 Grand River Ave., Detroit, Mich.
Crane Co., 836 S. Michigan Ave., Chicago, Ill.
Culligan Zeolite Co., 1947 Shermer Ave., Northbrook, Ill.

Tournalayer Division Appoints Representatives

TOURNALAYER Division of R. G. LeTourneau, Inc., Longview, Texas, has announced the appointment of two new representatives for

Elgin Softener Corp., 142 N. Grove Ave., Elgin, Ill.
Permutit Co., 330 W. 42nd St., New York, N.Y.
Rheem Mfg. Co., 570 Lexington Ave., New York, N.Y.

Work Tops

Armstrong Cork Co., Liberty St., Lancaster, Pa.
Cambridge Tile Mfg. Co., Cincinnati, Ohio
Congoleum-Nairn, Inc., Kearny, N.J.
Formica Insulation Co., 4615 Spring Grove Ave., Cincinnati, Ohio
Haskelite Corp., 701 Ann St., N.W., Grand Rapids, Mich.
Mosaic Tile Co., Zanesville, Ohio
National Tile Mfg. Co., Anderson, Ind.
Shellmar Products Corp., Mount Vernon, Ohio
Sloane-Blabon Corp., 295 Fifth Ave., New York, N.Y.
Westinghouse Electric Corp., 306 Fourth Ave., Pittsburgh 30, Pa.

Valves and Faucets

Barnes Mfg. Co., 651 N. Main St., Mansfield, Ohio
Chicago Faucet Co., 2712 N. Pulaski Rd., Chicago, Ill.
Crane Co., 836 S. Michigan Ave., Chicago, Ill.
Eljer Co., Ford City, Pa.
Imperial Brass Mfg. Co., 1216 W. Harrison St., Chicago, Ill.
Kohler Co., 44 High St., Kohler, Wis.
H. B. Salter Mfg. Co., 9th and Adams Sts., Marysville, Ohio
H. B. Sherman Mfg. Co., 22 Barney St., Battle Creek, Mich.

Glass Block Ventilators

Air Rectifiers, 3734 N. Southport, Chicago, Ill.
Winco Ventilator Co., 4725 Goodfellow, St. Louis, Mo.

Electrical Fixtures

Chimes

Edward & Co., Inc., Norwalk, Conn.
Nu-Tone, Inc., Third and Eggleson Blvd., Chicago, Ill.
P. & F. Corbin, New Britain, Conn.
Rittenhouse Co., Honeoye Falls, N.Y.

Clocks

General Electric Co., Bridgeport, Conn.
Nu-Tone, Inc., Third and Eggleson Blvd., Chicago, Ill.
Rittenhouse Co., Honeoye Falls, N.Y.
Telechron, Inc., Ashland, Mass.
Westclox Div., General Times Instrument Corp., LaSalle, Ill.

Lighting Fixtures

Associated Projects Co., 80 E. Long St., Columbus, Ohio (lighted wall switches)
Day-Brite Lighting, Inc., 5411 Bulwer Ave., St. Louis, Mo.
Garden City Plating & Finishing Co., 1750 N. Ashland Ave., Chicago, Ill.
General Electric Co., Schenectady, N.Y.
Graybar Electric Co., Inc., Graybar Bldg., New York, N.Y.
Homecraft Electronics Products, 1208 S. Kedzie Ave., Chicago, Ill.
Miami Cabinet Div., The Philip Carey Mfg. Co., Middletown, Ohio
Miller Co., 200 Center St., Meriden, Conn.
Westinghouse Electric Corp., 306 Fourth Ave., Pittsburgh, Pa.

Associations From Whom More Information May Be Obtained

American Gas Assn., 420 Lexington Ave., New York, N.Y.
Asphalt Tile Institute, 101 Park Ave., New York, N.Y.
Gas Appliance Mfg. Assn., 60 E. 42nd St., New York, N.Y.
National Electric Mfg. Assn., 155 E. 44th St., New York, N.Y.
Tile Council of America, 10 E. 40th St., New York, N.Y.

the West Coast. H. B. Landis has been assigned the sales and promotion of Tournalayer and Tournamixer equipment, while A. G. Quinn will handle exclusively Tournacrane and Tournahauler machines.

Mainhart Joins Prefab Manufacturers Institute

B. DAVID MAINHART, Washington, D.C., has joined the staff of Prefabricated Home Manufacturers' Institute as statistician and accountant, Harry H. Steidle, manager of the trade association, has announced.

Mainhart has had a number of years of experience in cost accounting and cost engineering work in the



B. DAVID MAINHART

construction industry. He was employed from 1939 to 1943 as an accountant for John McShain, Inc., contracting firm which built the Pentagon and the U. S. Naval hospital near Washington, D.C. For the past year he has been associated with the Byrne Organization of Washington, D.C., as chief cost accountant for its Harundale housing project at Glen Burnie, Md.

New Door Jig Designed To Speed Up Assembly

A NEW door jig designed to speed up the assembly of wood door and frame openings has been developed by Warren B. Zern, Pottstown, Pa.

The working model was demonstrated for the first time at a recent trade show. With this jig, the door is fitted to the frame in the shop or on the site before the frame is installed. Doors are also jambed and hinged on the job or in the shop.

With the new Zern door jig, hinge recesses are cut simultaneously in the door and jamb. Doors and jambs can be pre-cut in shop, lumber yard or planing mill and held for later use. Similar sizes are interchangeable. Recesses for the lock plate and keeper plate are positioned accurately and cut the same as hinge recesses.

The Zern jig can be used to handle doors of any size; frames of any thickness. It is easy to change from right to left-hand doors; from wide to narrow jambs. It can be used for routing two-hinge and three-hinge doors. Manufacturer of the jig is Universal Specialties Co.

Most popular ASBESTOS roof shingle

Johns-Manville has ever developed!



It's a rigid asbestos strip

NEW AMERICAN COLONIAL DESIGN: Distinctively beautiful, wins instant approval. Has a slightly staggered horizontal shadow line and deep-grained texture. Available in several pleasing colors. Blends perfectly with any style of architecture.

Any carpenter can apply

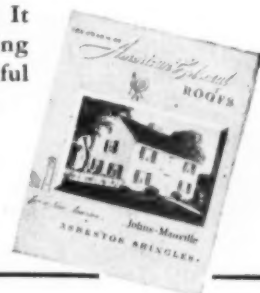
SELF-ALIGNING, SELF-SPACING: You don't need chalk lines. Each strip covers a large area . . . speeds application. Only 80 pieces required per square . . . only 4 nails per shingle in pre-punched holes.



Permanent as stone

FIREPROOF, ROTPROOF, WEATHERPROOF: Made from two practically indestructible materials—*asbestos* and *cement*. Thousands of J-M asbestos shingles have been in service over 35 years. Not one has ever burned or worn out! No signs they won't last another 35 years or more!

SEND FOR THIS FREE BROCHURE: It tells the full story of this outstanding development . . . shows many beautiful roofs in accurate full-color. Ask for brochure No. AS-85A. Address: Johns-Manville, Box 290, New York 16, New York.



American Colonials meet the
construction standards of
Industry-Engineered Homes



Thoro System

Contractors and Builders

Most every basement develops a water problem at one time or another.

It is good business to offer security to the homeowner by Thorosealing the basement while it is new and before water has been attracted to it.



WATERPLUG, a quick-set hydraulic compound, seals streams of active water and seepage from entering through wall. Set begins in from 3 to 5 minutes after mixing water is added.



THOROSEAL, a slow-set hydraulic compound, gives the applicator 3 to 4 hours, before set begins, to brush THOROSEAL into the masonry surface. (Stribbing not necessary, as THOROSEAL is prepared especially to flow easily and quickly into every crack, void and defect in the surface, where it becomes structurally stronger than the surface to which applied.)

WRITE NOW

for circulars descriptive, in photographic detail, of how to Thoroseal a basement, how to protect the exterior surfaces of manufactured block, brick, concrete or any type masonry THOROSEAL



Standard Dry Wall Products, Inc.
Box X - - New Eagle, Pennsylvania

Protects the Earth's Moisture

WATERPLUG THOROSEAL QUICK SEAL

Saves an Extra Room Cuts Costs \$2,100 The *Bed-a-Way*-Now Available



Specify the Bed-a-Way for any home, apartment, hotel or motel where space-saving is important. It's the new leader in the disappearing bed field.

(A few territories still open. Distributors please write.)

See Your Distributor or Write

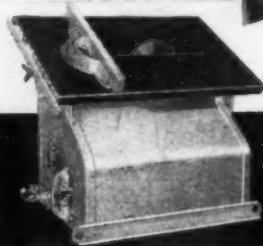
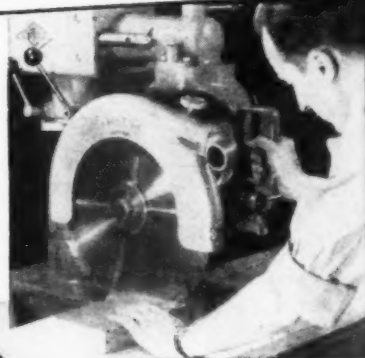
The HOLMES Products Co.
Woodstock, Ill. Tele: Woodstock 139



Radial and Tilt-Table

SAWS

"RADIAL ARM"—for fast, accurate, cross cutting, mitering, ripping, bevel cutting, dadoes, shaping, routing, etc. Furnished with steel leg table or Gas-Electric trailer combination on pneumatics.



"TILTING TABLE"—tested and proved on thousands of jobs. Three sizes for 10", 14", 16", and 18" blades. Powered with electric motor or gasoline engine.

Sold and serviced by leading construction equipment dealers everywhere.

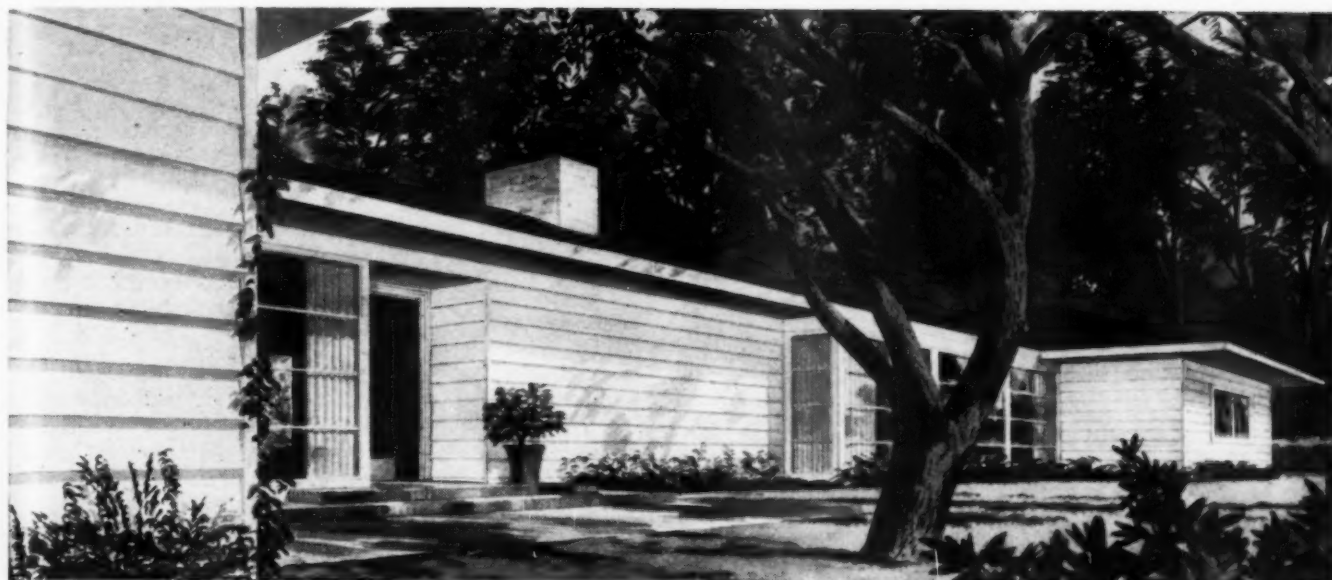
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WATERLOO, IOWA**

Also makers of Concrete, plaster and mortar mixers, Hoists, Pumps, Dump-Over Carts, Bin Batchers, Jetcrete Guns, etc.

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costs no
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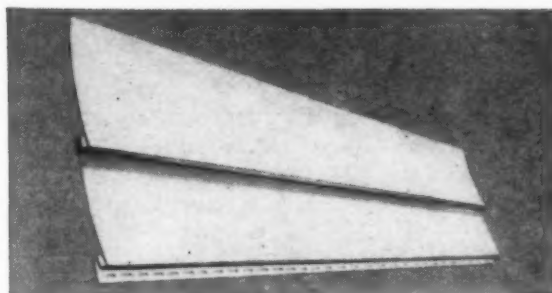
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SOLD B
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Only Kaiser Aluminum Siding combines these qualities!

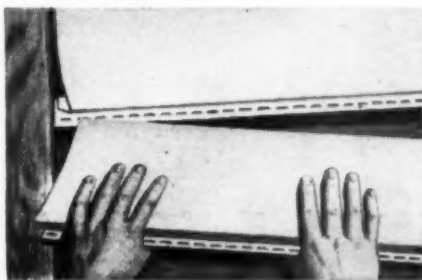
BEAUTIFUL! Kaiser Aluminum Siding is a new kind of material, produced by precision machinery from highest grade, roll-hardened, dent-resistant aluminum. Each piece is perfectly uniform in quality and beauty, unmarred by knots, splits or sawing scars. It comes from the mill with a zinc chromate prime coat, ready for paint finishes that won't flake, peel, chip or blister. It will need repainting less often than other materials—and when it becomes dirty, it can be washed easily and with perfect safety, for it cannot absorb paint-destroying moisture.



PERMANENT! Because it's long-lasting *metal*, Kaiser Aluminum Siding can never, never rot, rust, warp or shrink. Exteriors made of it will last for *generations* in any climate!



ECONOMICAL! Here's *superior* siding that costs no more than other high quality materials. And it saves money during erection because its ease of application speeds construction time, cuts labor costs. It takes half the ordinary number of nails, and needs less paint, because it absorbs none. And it will need none of the usual kind of maintenance.



WEATHERTIGHT! This new material is the only metal siding with a curved surface. Which means it forms a weathertight, rigid joint when the lower edge is nailed down. It also means there's no "oil can," waves or buckles to mar the beauty. What's more, the concave surface forms deep, attractive shadow lines and increases the strength of the material.



TOUGH—but easy to work with! Kaiser Aluminum Siding cannot be damaged by rats or insects, and it resists fire. But it's a lightweight material that carpenters *like* to work with. No special tools are required and it can be handled with perfect ease. One man can carry 200 base feet of it! Prepare to specify Kaiser Aluminum Siding to *your* clients now!

No other material can match this unique combination of advantages! Write for free booklet packed with pictures and interesting information about this new material!

Kaiser Aluminum Siding specifications:

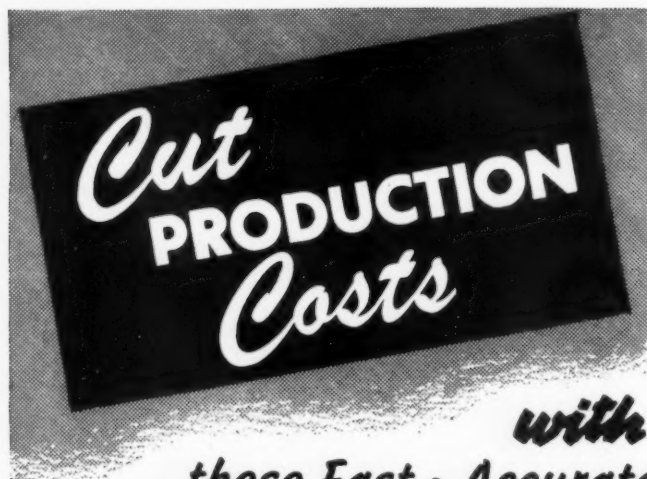
Length . . . 10, 12, 14 and 16 ft. standard lengths
Width . . . 6 7/8" Thickness030"
Weight . . . 580 lbs. per 1143 base feet (1000 sq. ft.)
Shipped in cartons containing 200
base feet, weighing 106 lbs. overall.

Kaiser Aluminum

SIDING

product of Permanente Metals Corp.

SOLD BY PERMANENTE PRODUCTS COMPANY, KAISER BUILDING, OAKLAND 12, CALIFORNIA . . . WITH OFFICES IN:
Atlanta • Chicago • Cincinnati • Cleveland • Dallas • Detroit • Houston • Indianapolis • Kansas City • Los Angeles • Milwaukee
Minneapolis • New York • Oakland • Philadelphia • Portland, Ore. • Salt Lake City • Seattle • Spokane • St. Louis • Wichita



with these Fast • Accurate **H & A WOODWORKING TOOLS**

Save man-hours and money by setting up a woodworking shop right on the job. Portable H & A Woodworking Tools do all types of sawing, jointing, and shaping with mill precision and speed . . . producing a true fit and fine finish that assures faster, more profitable building.

Write for complete information
TODAY.

H & A SWING CUT-OFF SAWS

Easy to use—blade pulls through wood and motor weight automatically returns blade to resting position when cut is completed. Fast—accurate—safe. Available in three capacities—3" x 12", 4" x 14" and 5" x 16".



H & A SHAPER

Designed for all-around shop use with extra large table, life-sealed ball bearing and solid cast iron base. Cuts against the grain as easily as with. Model can be changed from Bench type to Table type by simply changing column.



H & A JOINTER

Finest available—makes precision planing, edging, rabbeting, relieving and chamfering easy. Sturdy cast iron construction for vibrationless operation. Solid steel cutter head—fitted with 3 high speed steel knives—spins in life-sealed ball bearings at 6000 r.p.m. Extra long 60" table available. Table is stress released to remain level for life.



Heston & Anderson

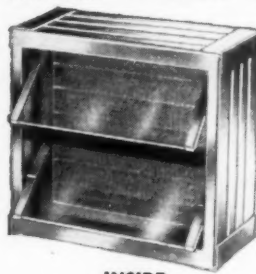
Founded in 1921



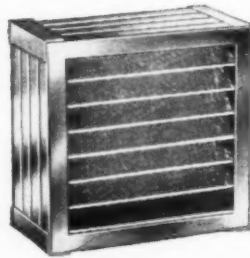
608 W. Kirkwood St., Fairfield, Iowa

WEATHER-BLOC^(TRADE MARK)

INDIVIDUAL UNIT VENTILATORS for all GLASS BLOCK INSTALLATIONS



INSIDE



OUTSIDE

Made of Stainless Steel, WEATHER-BLOC conforms in size to standard glass blocks. Requires no special preparation, and takes no longer to install than a standard glass block.

Glass diffusers on the outside deflect wind, rain, and snow—16 mesh screen protects against insects and dirt. Glass louvers inside control amount of ventilation, and direction of air current.

Ideal for that "New Look" in homes and offices—can also be readily adapted to industrial and commercial buildings.

Many architects throught the U. S. and Canada are specifying WEATHER-BLOCs—they function perfectly and are priced right, for both client and contractor.

Give your clients the advantages these Modern Glass Block Ventilators offer.

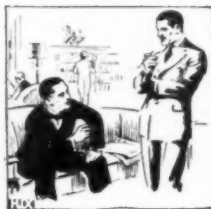
ORDER WEATHER-BLOCs FROM YOUR GLASS BLOCK DEALER

AIR RECTIFIERS, Inc. 3734 Southport Ave.
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FIRE-PROOF . . . that's what this Ohio outdoor theatre had to be, and Apac made it fire-proof. Attractive, too.

4 different jobs 4 different reasons why the choice was K & M "Century" APAC Asbestos-Cement Board

A quick glance at the pictures will tell you why more and more builders are specifying "Century" Apac board . . . a 4' x 8' asbestos-cement sheet that has as many uses as a building has surfaces.

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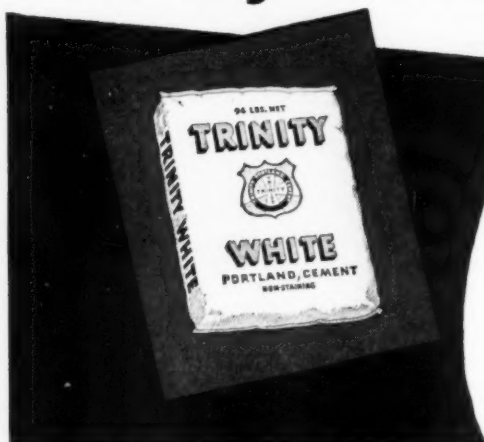
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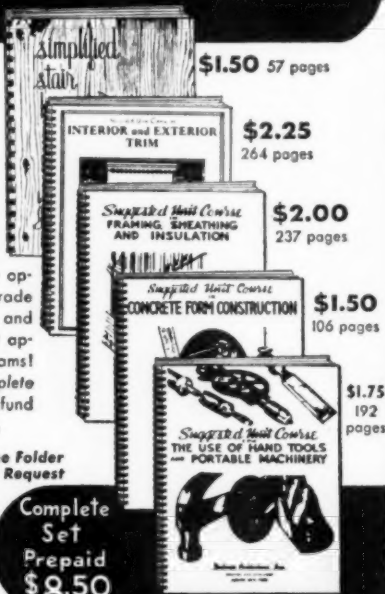
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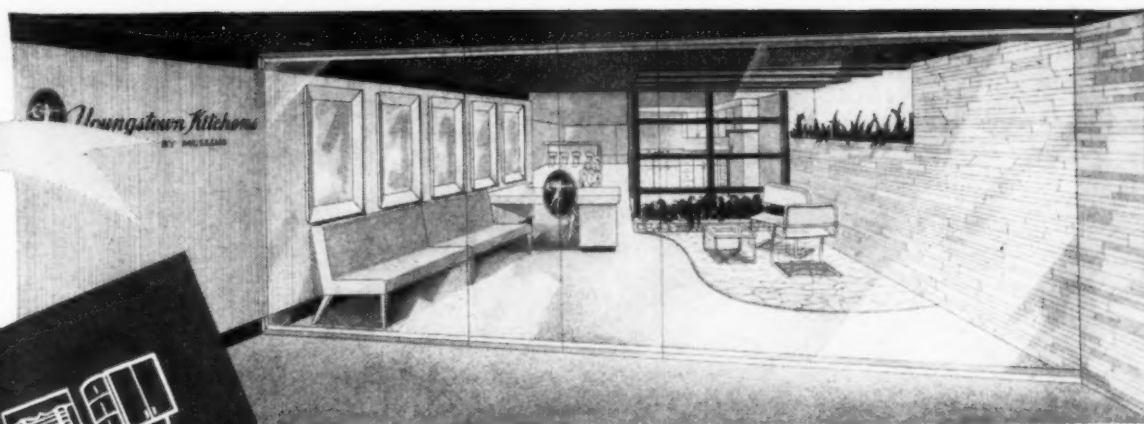
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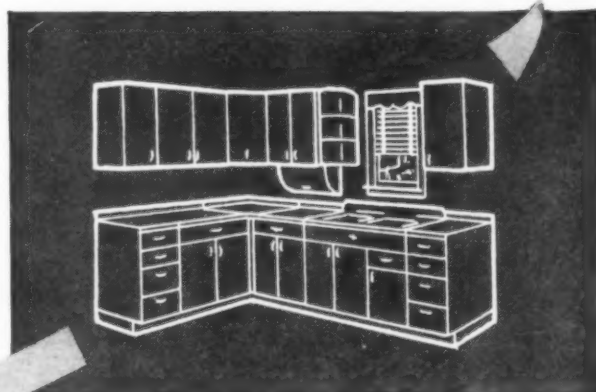
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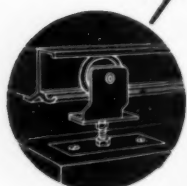
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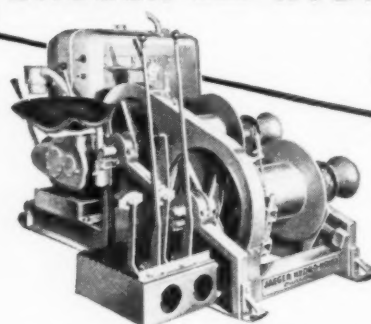
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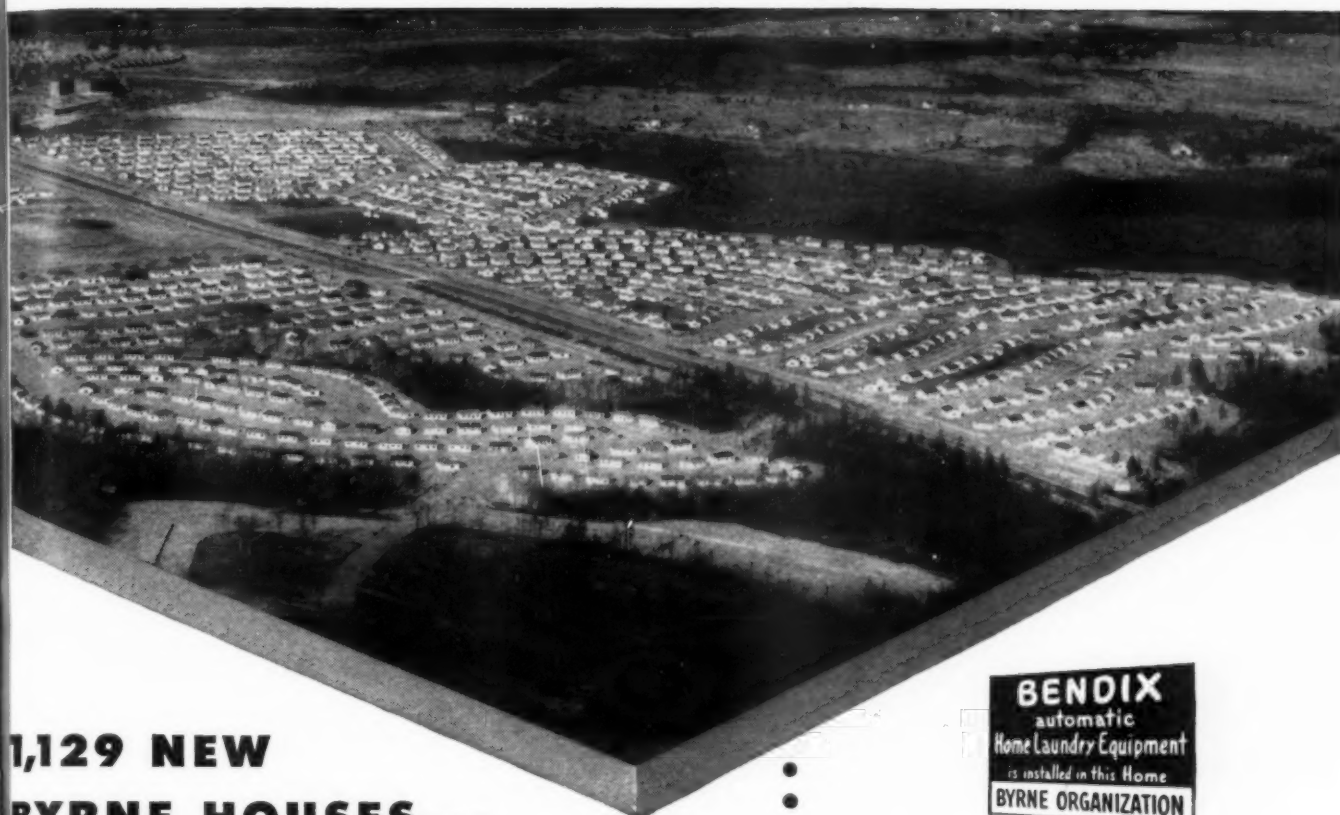
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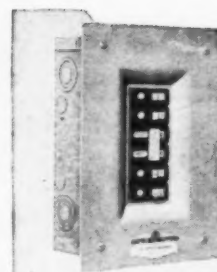
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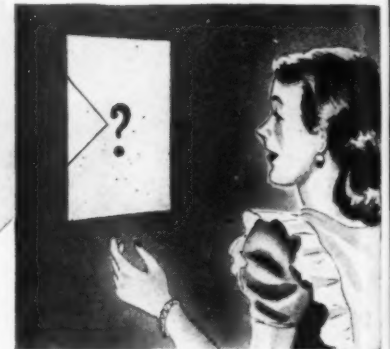


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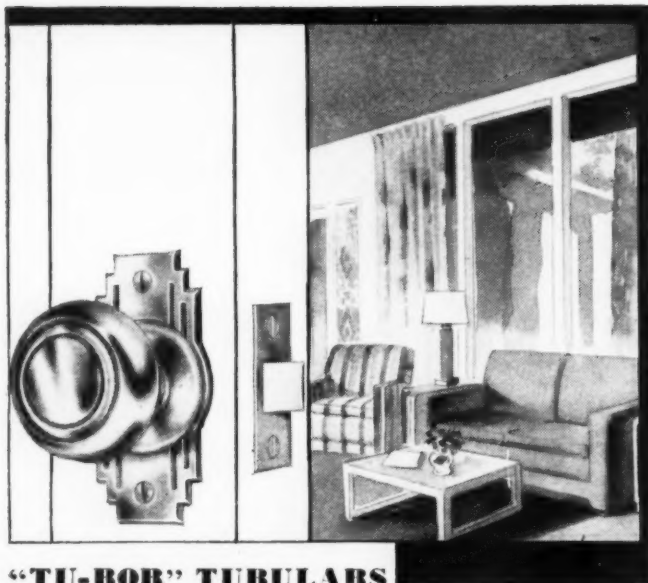
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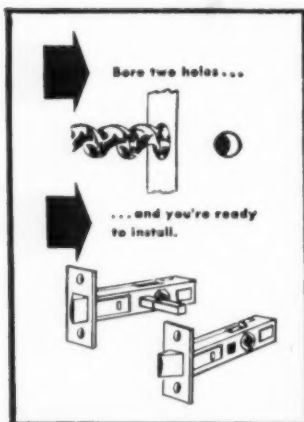
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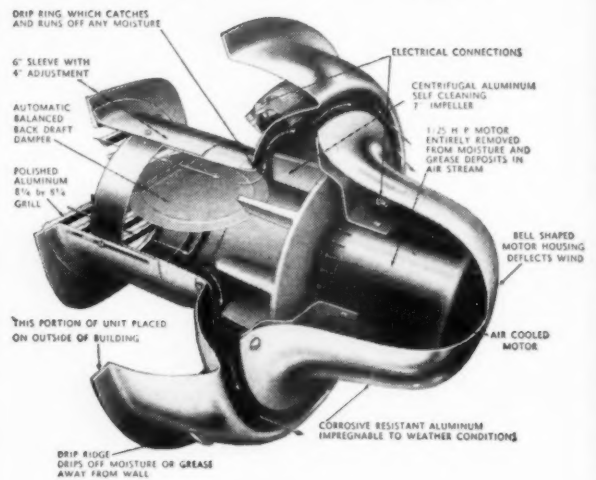


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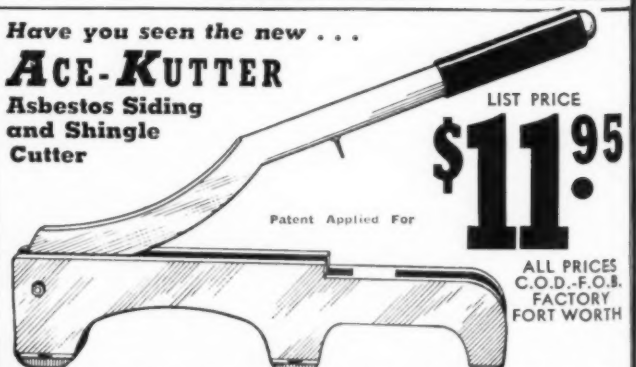
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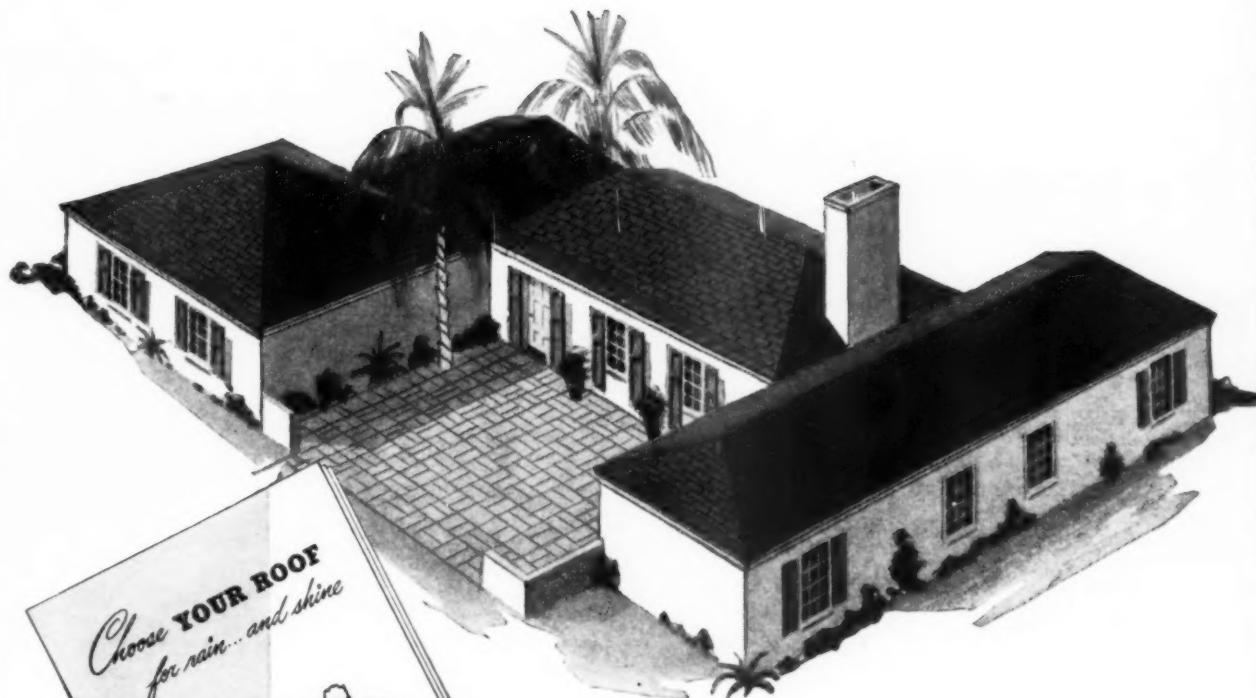
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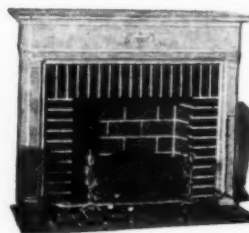
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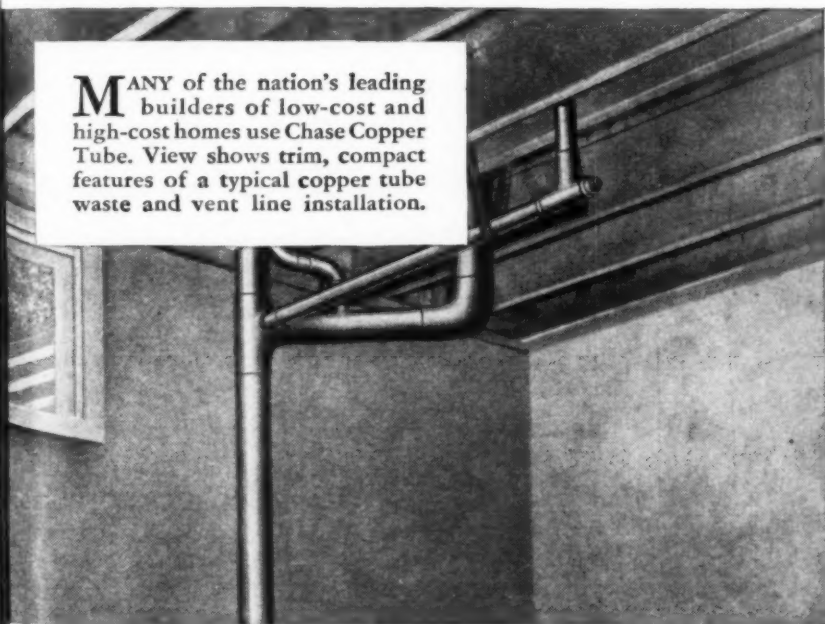
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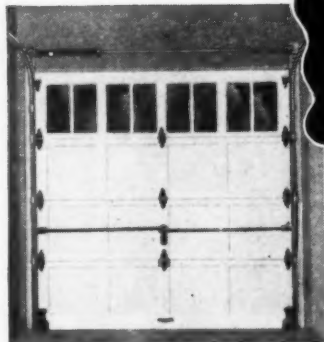
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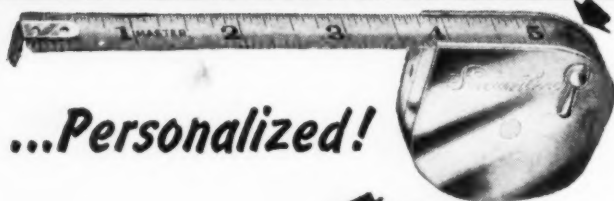
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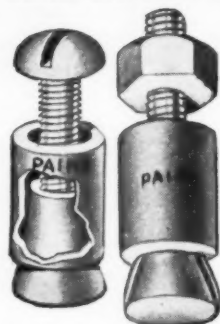
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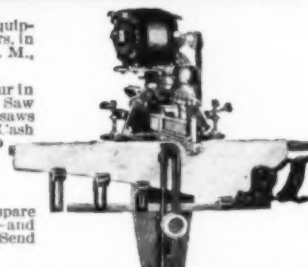
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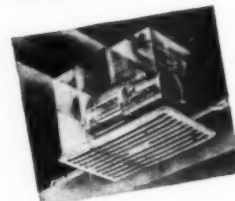
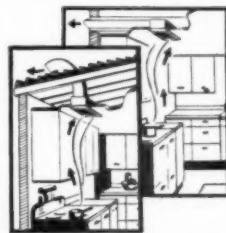
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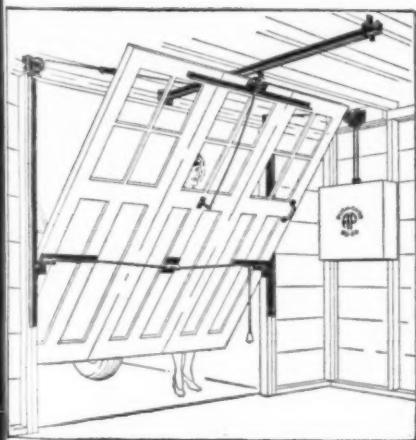
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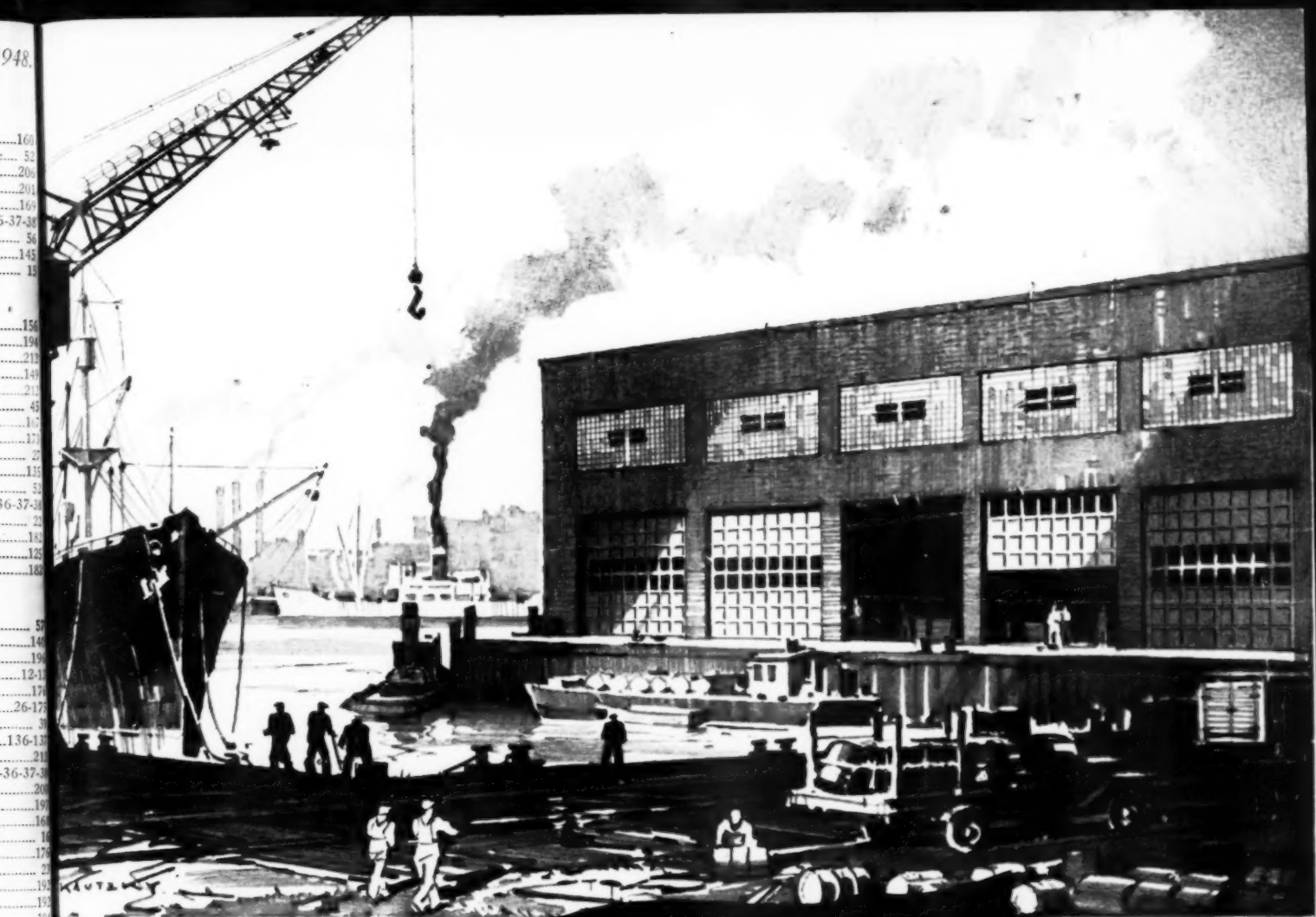
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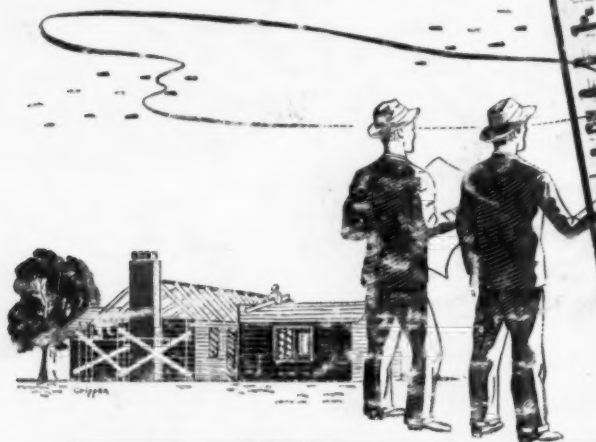


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